VOGUE®

AUG.
$1.25

what to
wear with
what

good
news!
casual is it

75 of the best, best looks

doctors fight
for your skin

makeup that will make you
look great wherever you are

what to steal
from a man

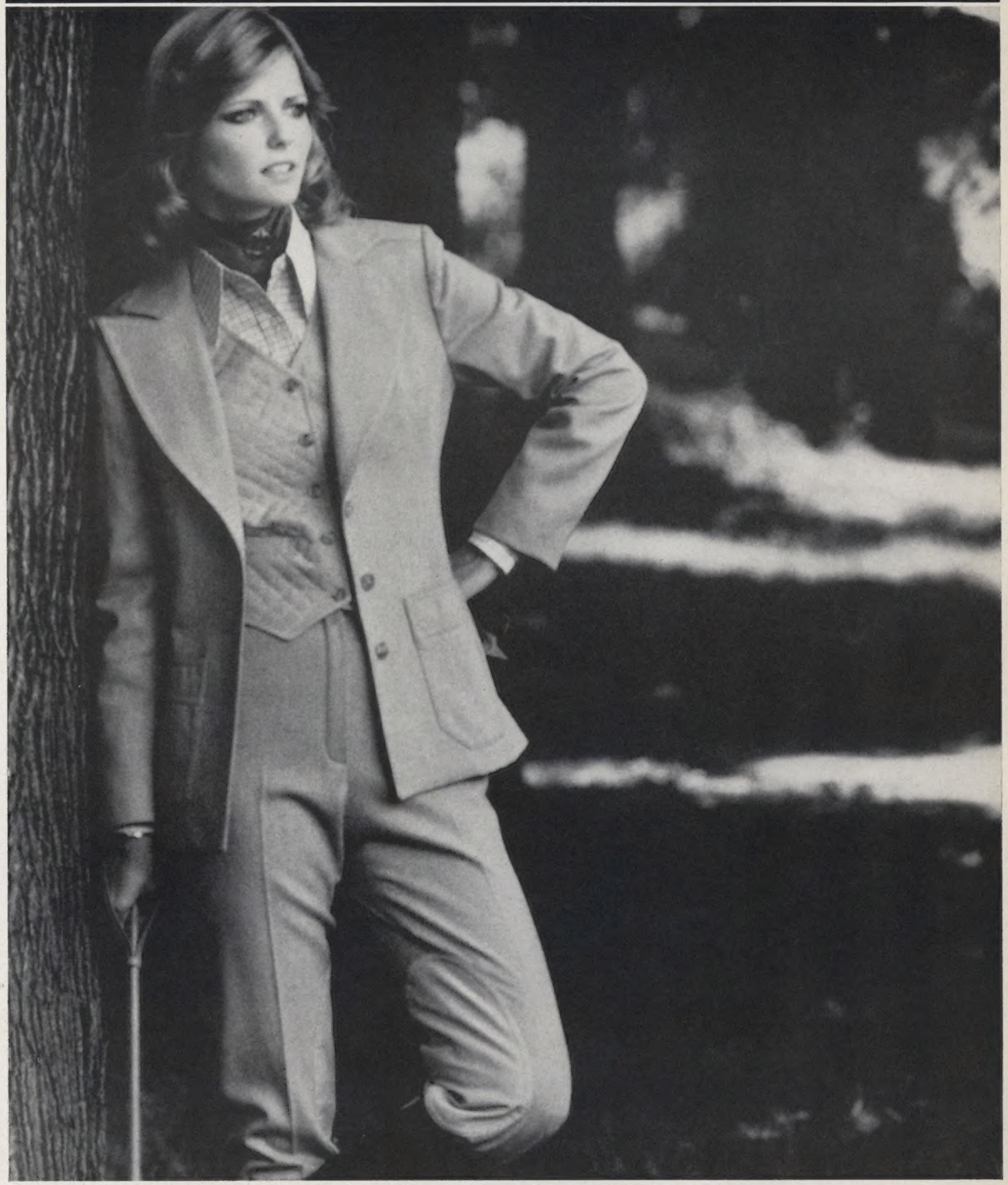
PURE VIRGIN WOOL

Country Clothes®
by
Pendleton®... welcome to our world®

Always true to you in our fashion, the tartan is authentic...exclusively created from our own pure virgin wools. Kilt-inspired skirt, $55; shawl, $16; cowl sweater, $24. Misses sizes. From The Pendleton Collection. At bonnie fine stores. Or write Pendleton Woolen Mills, Dept. H-876, Portland, Oregon 97201.


Drifts of mohair. Think I'll settle in for the winter.
Indoors, give me a whiskey and a fire. But when I go out, this is the coziness I require. Mohair as soft as a snowflake. A fringed shawl as dramatic as a blizzard. I may never come out of the cold!
Single-breasted, belted Scottish wool mohair with an enormous fringed shawl. Teal-colored tweed, for 6 to 14 sizes, $380. Designer Coat Collections.
And it's at
Saks Fifth Avenue

Rena Rowan for Jones New York.



JONES NEW YORK, 1411 BROADWAY, NEW YORK 10018.

GRACE MIRABELLA
Editor-in-Chief
Managing Editor: KATE LLOYD
Fashion Directors:
POLLY ALLEN MELLEN FRANCES PATIKY STEIN
Art Director: ROCHELLE UDELL
Copy Editor: EDITH LOEW GROSS
Fashion Department
KATHRYNE HAYS
Executive Editor Shoes, Lingerie
SHARON HARTS ANNE KAMPMANN
JADE HOBSON Accessories Editor
ELISABETH HERRIGER Fabrics Editor
LAURIE BROCKWAY BODOR
ELEANORE PHILLIPS Los Angeles Editor
SARAH SLAVIN Fashion Assignments Coordinator
Fashion Assistants
KATHLEEN O'CONNELL Shoes, Hosiery
VERA WANG Accessories
MARIE MARTIN Fabrics
ROBERT J. LEHMANN Executive Assistant to the Editor
Editors Abroad
SUSAN TRAIN Paris Editor
CONSUELO CRESPI Rome Editor
MARY RUSSELL European Editor at Large
ALINE ROMANONES Madrid Editor
Beauty Department
JOANNA BROWN Beauty and Health Editor
DOROTHY SCHEFER Beauty Copy
Feature Department
LEO LERMAN Consulting Feature Editor
DESPINA MESSINESI Travel Editor
LORRAINE DAVIS Feature Associate
Feature Assistants
KATHLEEN MADDEN RICHARD ALLEMAN
Living Consultant: BARBARA PLUMB
Contributing Editors
ALLENE TALMEY ROSEMARY BLACKMON
FRANÇOISE DE LA RENTA MARY ROBLEE HENRY
CECIL BEATON ROBIN DUKE BLAIR SABOL
JOE EULA SANDRA McELWAINE MELVA WEBER
LINDA RICE Editorial Coordinator
Copy Department
Staff writers: LYDIA McCLEAN
SUSAN GREENSTEIN VALORIE GRIFFITH WEAVER
Copy Executive: NANCY HERTZ FLEDER
MARA COVELL MARIE-CLAIRE MARGULES
Research Department
PATRICIA GRANT GARNER Editor
Associates: PENELOPE CAPPA VIRGINIA WELCH
Art Department
RONALD KAJIWARA Layout and Design
EDMUND WINFIELD
Production: GERALD SLATER REYNOLDS ROLLES
Editorial Fashion Credits: JOAN LASKER
Administrative Assistants:
GLADYS POHL GLORIA GERSH Art
WILLIAM P. RAYNER Editorial Business Manager
DIANA VREELAND Consulting Editor

RICHARD A. SHORTWAY Publisher

Advertising Director: ROBERT N. CLOUTIER
Advertising Sales Manager:
STUYVESANT F. MORRIS
Retail Director: RICHARD McMAHON
Associate Advertising Managers:
CHARLES H. REINHARDT ROBERT L. GROBERG
Beauty-Cosmetics Advertising Manager: DAVID RUBIN
Beauty Marketing Director: WILLIAM D. LEAHON
Travel Marketing Manager: MARGARET THALKEN
Sales Development Manager:
WILLIAM F. BONDLOW, JR.
Marketing Director: DIANA LEWIS

BARBARA McKIBBIN Executive Editor

Merchandising Director: SHEILA HULTKRANS
Projects Editor: ELIZABETH GROVES
Merchandising Editor: WENDY TALBOT
Merchandising Services: LINNEA PERSON
Promotion Director: JAYNE INGRAM
Creative Director: WALTER RUSSELL
Art Director: RODNEY RITTER
Production Manager: DAMIAN CARLINO

BRANCH OFFICES
New England: Paul Sowizral, Mgr.
Statler Building, Boston, Mass. 02116
Midwest: Donald H. Koehler, Mgr.
875 No. Michigan Ave., Chicago, Ill. 60611
West Coast: John P. Demorest, Mgr.
3921 Wilshire Blvd., Los Angeles, Cal. 90005
Southeast: Miller & Tillman, Reps.
130 W. Wieuca Rd., N. E., Atlanta, Ga. 30342
Europe: Cyril N. Kuhn, Mgr.
4 Place du Palais-Bourbon, Paris 7

BRITISH VOGUE
Vogue House, Hanover Square, London, W. 1
FRENCH VOGUE 4 Place du Palais-Bourbon, Paris 7
ITALIAN VOGUE Piazza Castello 27, Milan
VOGUE AUSTRALIA
is published by Bernard Leser Publications Pty. Ltd.
BRAZILIAN VOGUE is published by Editora Tres

VOGUE IS PUBLISHED BY
THE CONDÉ NAST PUBLICATIONS INC.
Condé Nast Building
350 Madison Avenue, New York, N. Y. 10017
S. I. NEWHOUSE, JR. Chairman
ROBERT J. LAPHAM President
BENJAMIN BOGIN Vice President
HAROLD G. MEYER Vice President
DANIEL SALEM Vice President (Overseas)
J. PAUL YOUNG Vice President-Circ. Dir.
FRED C. THORMANN Treasurer
MARY E. CAMPBELL Secretary

ALEXANDER LIBERMAN Editorial Director

AUGUST, 1976 (INCORPORATING VANITY FAIR)

VOGUE



ARTHUR ELGORT

COVER: What-to-wear-with-what makeup pointer when you're dressing in color: don't walk away from a success—i.e., in a season where color is coming on in a big way, you're going to find that the same warm earthy tonalities of makeup that have been working so well with pale, neutral colors are still your best friends. Example, here, from the Frances Denney palette: Light Bronze makeup, Ginger Peachy blush. And a new lip color—Indian Red—from their out-this-month Moisture Silk Collection (which also includes, for eyes, Wild Mushroom). Makeup, Way Bandy. Hair, Harry King. . . . The slice of blue: One of Geoffrey Beene's soft little crêpe de Chine shirts that showed right across the board for fall; here, under a hooded, heavy knit blouson of a sweater. Tiffany earrings. Sylvia Agostini's crochet neck rope, at Bloomingdale's.

FASHION

109 Point of View: What To Wear With What When the Issue Is . . . Sports-Clothes Dressing
110–115 Sports-Clothes Dressing: Learn From a Man . . .
116 Sports-Clothes Dressing at Night—Where the Glamour Comes In!
118–123 The Difference between Day and Night
124–135 Country/Weather: Great New Gear
134 Vogue Patterns: Great Tops To Sew Yourself in Various Fabrics
154–159 Three Country Days—Nifty New Looks, from Spain
160–163 The Nudes: The Best Under-Everythings To Collect
172 What To Count On for Fall
174 Finds: What To Steal From a Man
176 What To Wear a Lot This Fall

107 Observations: To Know About . . . Fashion, News, Tips

BEAUTY AND HEALTH

144 Health Now: The Disease That Doctors Give You. By Nissa Simon
164–171 Exposure—Avoid It, Use It To Look Better
164 Hazards Your Face Faces: Doctors Fight for Your Skin
166 How To Use Light To Have the Best Makeup

54, 56 Hair Now: New Softness . . . Sleekness . . . and Braids
70 Beauty Checkout: Playing It Cool in Hot Weather. By Lydia McClean
80, 82 Beauty Now: End-of-Summer Pick-Me-Ups
84 Vogue Answers Your Beauty Questions
104 Health. By Melva Weber

FEATURES

136–139 People Are Talking About. . . . By Leo Lerman
136 Neil Simon's "California Suite"
138 Ntozake Shange's "For Colored Girls . . ."
140 Bloomingdale's: Store, Spa, or Subculture? By Jill Robinson; by Liz Smith
142 Fear of Sweating. By Blair Sabol
142 Marathon Swimmer Diana Nyad
150–152 The Passionate Traveler: On Spain and in It. By Peter S. Feibleman
152 In America, Royal Visitors from Spain

48 Letter from Los Angeles. By Joan Juliet Buck
64 Tip-Offs: Movies, by Rex Reed; Books, by Allene Talmey; Art, by Barbara Rose
90 Horoscope. By Francesco Waldner

LIVING

146–149 Hélène Rochas' Paris Apartment, Riviera House and Yacht
147 The Irresistible Life of Hélène Rochas. By Françoise de la Renta

87 Garden-Fresh Tomato Recipes. By Yvonne Young Tarr

TRAVEL

154–159 Three Country Days in Spain: Day Trips from Madrid

98 How Spain's Changed. By Despina Messinesi
100 Vogue To Go
182 Travelog

185–189 Vogue's School Directory

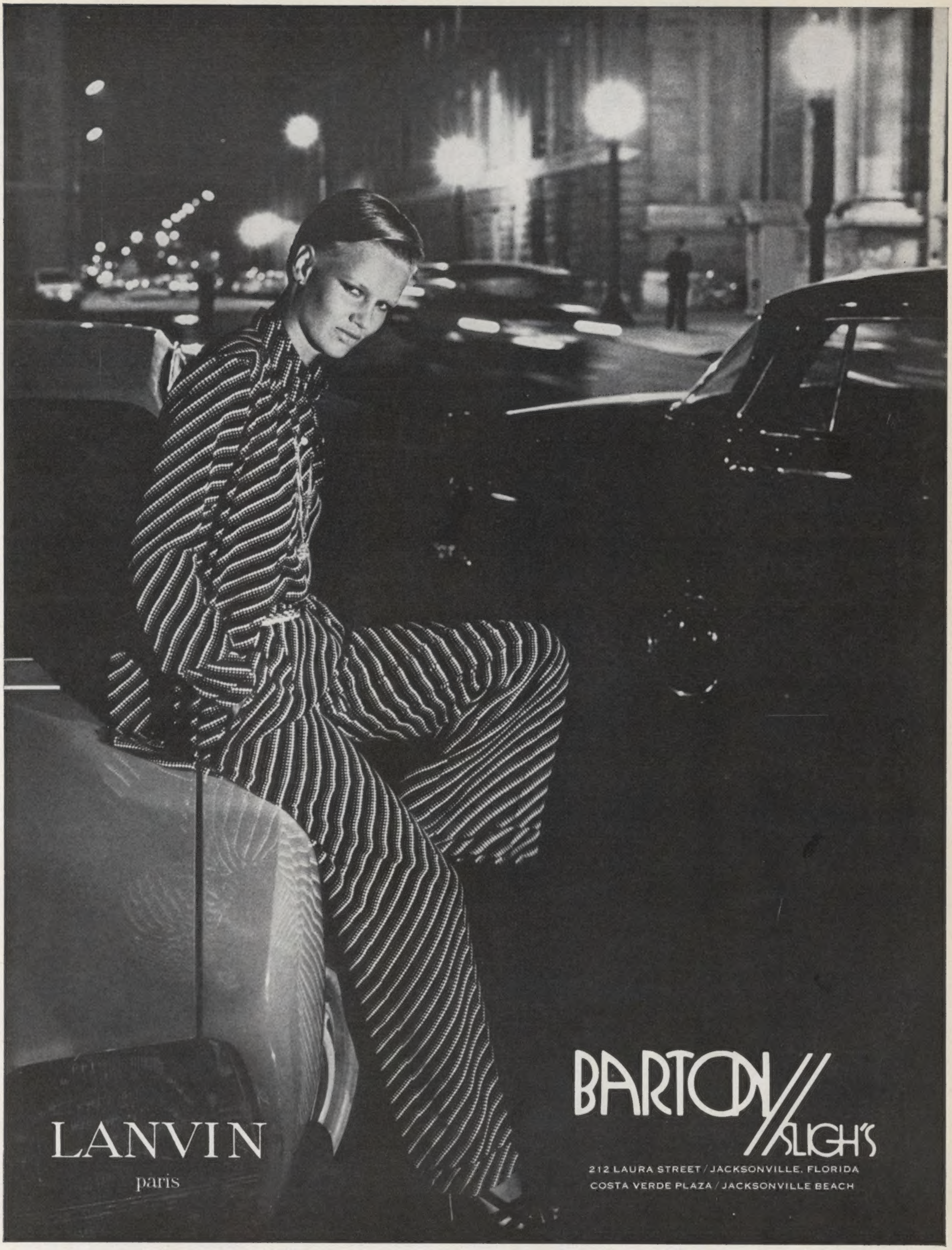
COPYRIGHT © 1976 BY THE CONDÉ NAST PUBLICATIONS INC. ALL RIGHTS RESERVED. PRINTED IN THE U.S.A.
VOGUE (INCORPORATING VANITY FAIR) IS PUBLISHED MONTHLY, SECOND CLASS POSTAGE PAID AT NEW YORK, N.Y., AND AT ADDITIONAL MAILING OFFICES. SUBSCRIPTIONS: IN U.S. AND POSSESSIONS, $12 FOR ONE YEAR; $22 FOR TWO YEARS. IN CANADA AND MEXICO, $15 FOR ONE YEAR; $28 FOR TWO YEARS. ELSEWHERE, $17 FOR ONE YEAR, PAYABLE IN ADVANCE. SINGLE COPIES IN U.S. AND CANADA, $1.25. FOR SUBSCRIPTIONS, ADDRESS CHANGES, AND ADJUSTMENTS, WRITE TO VOGUE, BOX 5201, BOULDER, COLORADO 80302. EIGHT WEEKS ARE REQUIRED FOR CHANGE OF ADDRESS. PLEASE GIVE BOTH NEW AND OLD ADDRESS AS PRINTED ON LAST LABEL. POSTMASTER: SEND FORM 3579 TO VOGUE, BOX 5201, BOULDER, COLORADO 80302. FIRST COPY OF NEW SUBSCRIPTION WILL BE MAILED WITHIN EIGHT WEEKS AFTER RECEIPT OF ORDER. VOL. 166, NO. 8, WHOLE NO. 3134

EVE OF ROMA

"Roman Glow Makeup, light years ahead of its time."

EVE OF ROMA CORP.
40 WEST 57TH STREET
NEW YORK, N.Y. 10019

PHOTOGRAPHER HELMUT NEWTON



Three piece black and white geometric print pure silk crepe de chine ensemble.

A haunting beauty born in the sands of time.



You. In a rush of silk the colors of the Arabian desert at dusk. And suddenly, all those impossible encounters that lived in your imagination become reality. With Basile. An extravagance of silk crepe de chine billowing in the evening breeze. A soft tube to veil you in mystery, or drape as a cowl. Tiny baguettes from some far Eastern bazaar. For a thousand romantic nights to come. Designer Salon Fifth Avenue at 56th Street, New York

BONWIT TELLER

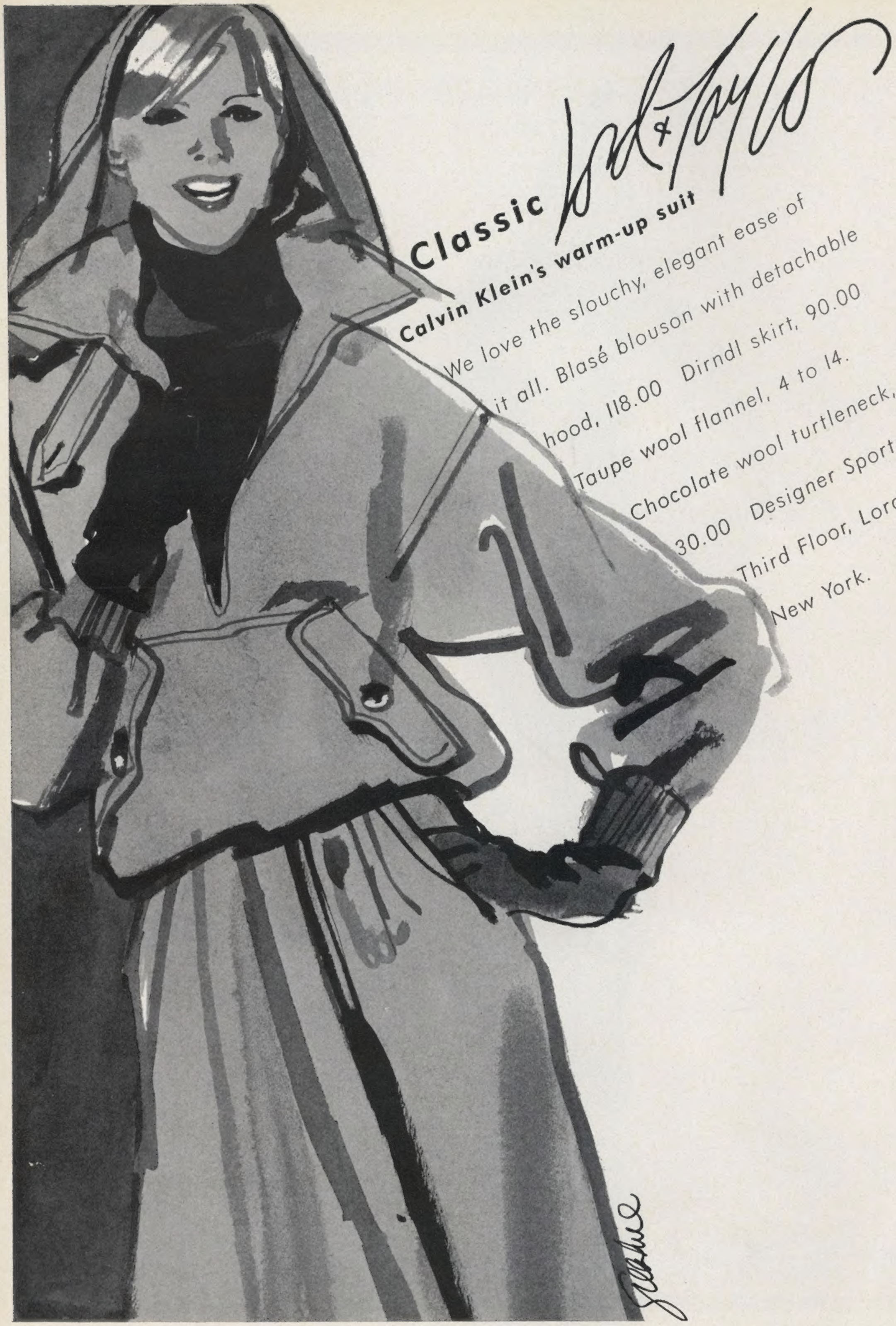
HERE'S A PAGE WORTH TEARING OUT. RONA.

RONA'S MARIO FORTE TAILORS A DOUBLE KNIT OF **ENCRON®** POLYESTER
AND WOOL. SLEEK, SOPHISTICATED AND WONDERFULLY WEARABLE PINSTRIPED GREY, BROWN,
OR NAVY WITH BLENDING POLYESTER BLOUSE. SIZES 8 TO 18. ABOUT $170.00.
FOR STORE NEAREST YOU WRITE **RONA,** 498 SEVENTH AVENUE, NEW YORK, N.Y. 10018.



A DIVISION OF GENESCO
THE APPAREL COMPANY

REG. T.M. OF AMERICAN ENKA CO.



Classic Lord & Taylor

Calvin Klein's warm-up suit

We love the slouchy, elegant ease of it all. Blasé blouson with detachable hood, 118.00 Dirndl skirt, 90.00

Taupe wool flannel, 4 to 14.

Chocolate wool turtleneck, S, M, L, 30.00 Designer Sportswear, Third Floor, Lord & Taylor, New York.

"for the life you choose to live haberdashery ...ralph lauren's, of course!"



The most smashing way to start the season...in clothes you can't wait to wear. Nubbly Harris tweeds. Superb corduroys. Hand-knit wools. And the newest plaids. Worked by the master craftsman, Ralph Lauren. Into hacking jackets. And kilts. And britches. Pullovers and turtlenecks. The long, fringed muffler. The softest cotton shirtings. All from the most classic collection Ralph has ever designed. And topped off with a volume of raccoon.

Ralph Lauren's Fall Collection... absolutely the summary of what fashion is all about.

The shawl collared sweater... hand-knit, of earth, pebble or slate wool. S-M-L. 100.00.
The britches...natural cavalry twill. 4-14. 140.00.
The shawl collared steamer coat...50" long, fully let-out natural American raccoon. 3700.00.

The Collection in The Shop for Ralph Lauren, Third Floor, New York and all fashion branches. The coat in New York only.

bloomingdale's

1000 Third Avenue, New York: 355-5900. Open late Monday and Thursday evenings.

THE LAST WORD
IN GENTLE-MENSWEAR
TAILORING: ULTRASUEDE ™.
And it will make you feel like a new woman. Our bathrobe wrap coat over vest over skirt take a proud stand in that supple marvel of polyester/polyurethane. Chamois color or black.
BY STANLEY SHERMAN FOR SPECTATOR LTD.

I.MAGNIN

California Seattle Portland Phoenix Chicago

Bob Stone



GEOFFREY BEENE. For Dayton's Oval Room.®


Salvatore Ferragamo
The shoe I couldn't
move without.
Almost since the day I learned to walk, I've measured my steps with Salvatore Ferragamo. Now this, the most classic of low-heeled shoes. Wing-tipped and tailored to my tweeds, sweater-y things, suits and skirts. It's as if everything before has moved me toward it!
The wing-stitched, low-heeled pump. In tan leather, $64.
Exclusively ours
in the Shoe Salon
And it's at
Saks Fifth Avenue

© 1976 Charles Revson, Inc Jewelry by Bulgari Typeset by Stanley Gotlieb Ltd

From 'Ultima' II: 150 indispensable colors for lips and nails.

Super Luscious Lipsticks and Perfect Makeup for Nails have more going for them than a mere extravagant range of colors. Super Luscious Lipstick is called that for several luxurious reasons. Its luscious creaminess is one. Its shine is still another—distractingly lovely. In 83 colors of cremes, frosts, and sheers.

Perfect Makeup for Nails is as perfect as nail enamel can get. It comes in two bottles—we call it a two-phase system. The first, a base coat. It helps the second coat to wear long and well. The second, color. A more interesting depth of color, we think, than in any other nail enamel. In 67 shades of cremes and frosts.



Will you succumb to all 150 shades? You just might.

'ULTIMA' II
CHARLES REVSON





STEPHAN CASUALS

A DIVISION OF ABE SCHRADER CORPORATION



Lillie Rubin

THE PALM BEACHES MIAMI BEACH BAL HARBOUR CORAL GABLES MIAMI HOLLYWOOD FT. LAUDERDALE POMPANO ST. PETERSBURG TAMPA CLEARWATER ORLANDO WINTER PARK ALTAMONTE SPRINGS JACKSONVILLE ATLANTA CHARLESTON GREENVILLE ASHEVILLE CHARLOTTE GREENSBORO RALEIGH KNOXVILLE CHATTANOOGA NASHVILLE MEMPHIS BIRMINGHAM MOBILE BATON ROUGE HOUSTON SAN ANTONIO AUSTIN DALLAS ARLINGTON LUBBOCK OKLAHOMA CITY COLORADO SPRINGS DENVER TUCSON SCOTTSDALE PHOENIX



Paul Von Ringelheim's "Arrival"—35' high aluminum sculpture located on the Blue River, Seward/Milford. Fourth in a series.



bicentennial impressions

Nebraska's Bicentennial **SCULPTURE GARDEN** along Nebraska's I-80 from west to east, created so that the works of art will contribute to the public's enjoyment and education and will provide a distinguished cultural heritage for future generations. **ROBERT COURTNEY** designs a touch of luxury in taupe brushed wool lavished with Greenland natural blue fox and accented with a taupe satin blouse, sizes 8 to 16, $690. A new **HOVLAND-SWANSON** store opening this month in Regency Fashion Court, situated adjacent to Interstate 680. A store as exciting and modern as the great city it will serve.

hovland•swanson

LINCOLN • GRAND ISLAND • OMAHA

HOVLAND-SWANSON OPENING AUGUST 16TH IN OMAHA'S REGENCY FASHION COURT

Send inquiries to Hovland-Swanson, 1230 'O' Street, Lincoln, NE 68508

Hans Van de Bovenkamp's "Roadway Confluence"—35' high aluminum sculpture located near Sidney. Fifth in a series.



bicentennial impressions

Nebraska's Bicentennial **SCULPTURE GARDEN,** providing Nebraskans and visitors, through the artist in residence program, the unique opportunity of meeting the sculptors, seeing some of the work involved and learning more about sculpture. **JAMES DAUGHERTY** sees a slim silhouette...clean, uncluttered white with black stripe tunic over black skirt and turtleneck sweater, sizes 8 to 16, $260. A new **HOVLAND-SWANSON,** the store of fashion and fashion ideas, invites you to visit us, as we begin an age of new adventure with Nebraska and America and You!



hovland•swanson

LINCOLN • GRAND ISLAND • OMAHA

HOVLAND-SWANSON OPENING AUGUST 16TH IN OMAHA'S REGENCY FASHION COURT

Send inquiries to Hovland-Swanson, 1230 'O' Street, Lincoln, NE 68508

Good morning. Good afternoon.

Good news with ESTÉE daytime:

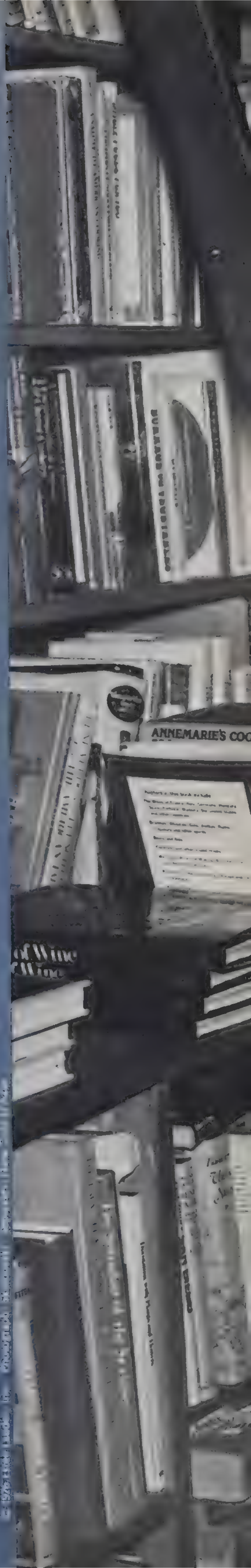
the elegant daylight version
of the famous Estée fragrance.
Soft in message. Subtle in tone.
And gently long lasting.

ESTÉE daytime:

Light for daytime. Bright for daytime.
Right for daytime.



Estée Lauder







The country look. By Patti Capalli for Jerry Silverman Sport. Plaid blazer, divided skirt, cowl sweater, blanket shawl and long sleeve shirt. Better sportswear, 105

are you ready for

Robinson's

Southern California

©1976 REVLON, INC

Charlie

A most
original fragrance



The gorgeous, sexy-young fragrance. By Revlon

Concentrated Cologne • Concentrated Cologne Spray • Concentrated Perfume Spray
Fragranced Bath Soap • Perfumed Dusting Powder • Body Silk.



The time of sweaters, knickers and a touch of fur. Autumn by Donna Karan and Louis Dell'Olio for Anne Klein & Co. A sum of many compatible parts to communicate your personal fashion statement. Anne Klein & Co., 205 West 39th Street, New York 10018.

PHOTOGRAPHED BY PACCIONE

she dresses for herself.
but we dress her.

WE... JOHN BALDWIN
Florida & Myrtle Beach, S.C.
BALLIET'S
Oklahoma City
NAN DUSKIN
Philadelphia
JOHN HOGAN
San Diego & La Jolla
MISS JACKSON'S
Tulsa
STANLEY KORSHAK
Chicago & Northbrook Court
NEUSTETERS
Denver & Colorado Springs
CLAIRE PEARONE
Troy, Mi.
ESTHER WOLF
Houston
WITH THE HELP OF
ERNST STRAUSS

FASHION QUORUM
America's most prestigious specialty stores

Ultrasuede® blazer with worsted challis check shirt vest and pleated skirt. About $495, in Teakwood or Copper, sizes 6-14.

®A Skinner Fabric, Springs Mills

© 1976 Roberta Di Camerino



Roberta di Camerino

Venezia, San Marco

New York, Fifth Avenue at 51st - Olympic Tower

Dallas, The Quadrangle - 2800 Routh • Toronto, Eaton's - Queen Street


Photographed at The Russian Tea Room, New York City
St. John
Jacobson's
Michigan
and Toledo, Ohio
Also at Jacobson's in Florida: St. Armands Circle, Sarasota, Winter Park and Longwood.

MADRID The sights, the sounds...the non-stop glamour of Madrid! Hudson's discovers Spain's glorious capital city and all it has to offer: The Madrid of the Prado...of the Romantics. The picturesque Madrid of Goya. Exciting, contemporary Madrid with its modern, luxurious hotels.

At Madrid's beautiful Royal Palace, BAGATELLE'S pantsuit for day—the leaner, narrower double-breasted jacket and trousers in thin, lightweight wool—one of the traveling woman's best fabric bets! Tailored beige-and-brown pinstripe suit, $158. Hudson's in Michigan and Ohio.



HUDSON'S



MADRID At El Retiro Park, ANNE KLEIN'S small, carved jacket—one of the key symbols of American sportswear. In soft, supple brown suede to zip over a classic beige cashmere turtleneck, brown tweed skirt. Jacket, $200; sweater, $64; skirt, $100. Hudson's in Michigan and Ohio.

Hudson's flew to Spain in the grand tradition—aboard one of Iberia Airlines' super-sleek 747 jets. Iberia, Spain's official host in the sky, has daily non-stop flights from New York to Madrid.



EN ESPAÑA





SEGOVIA Situated 88 kms. from Madrid is Segovia. A beautiful symphony of forms and light set against the splendid background of the blue-tinted, snow-capped peaks of the Guadarrama Mountains...formed by the graceful, towering silhouette of the glorious Alcazar Castle.

At the Alcazar Castle—the dash of a gentleman's corduroy blazer, softened for a woman in palest chamois. Underneath: a spare beige plaid vest over a beige shirt, charcoal cowlneck sweater. All, with charcoal wool gaucho pants. An inspiration by PICATO. Blazer, $74; vest, $38; shirt, $36; sweater, $26; gaucho pants, $44. Available at Hudson's in Michigan and Ohio.



HUDSON'S



AVILA the Castilian province of plains and mountain ranges, is situated to the northwest of the province of Madrid, and hinges on the enormous backbone formed by the Sierra de Gredos. The most extraordinary thing about Avila is that it is completely surrounded by walls. Walls that are the oldest and best preserved in all of Spain.

Explore the Ramparts of Avila in CAROL HORN'S HABITAT—the charm of a knitted sweater vest in heathered green and grey, tied over a woolen burgundy tunic and matching pants. Tunic, $56; pants, $54; acrylic sweater vest, $40. Available at Hudson's in Michigan and Ohio.



EN ESPAÑA



PEDRAZA At Pedraza de la Sierra's Plaza Mayor—a charming cobblestone square surrounded by arcades—the look, the versatility of SCHRADER SPORT'S three-piece suit. The classic blazer, vest and easy-skirt in soft, rusty cotton corduroy. With a polyester print shirt. Blazer, $84; vest, $38; skirt, $38; shirt, $34. Available at all Hudson's stores in Michigan and Ohio.

Whatever your favorite Spanish destination, you'll want to go via Iberia—they'll show you their country the way no airline could! For further information on Madrid, along with details about special holiday packages to Spain, write Iberia, 97-77 Queens Blvd., Rego Park, New York, 11374. Or contact the Spanish National Tourist Office nearest you: New York, N.Y.; Chicago, Il.; San Francisco, Ca.; Miami, Fl.; St. Augustine, Fl. and Toronto, Ontario.



HUDSON'S



TOLEDO Seventy kilometers from Madrid lies the Imperial City of Toledo...the very essence of Spain! Nowhere but in Toledo can one find such a splendid collection of art and architecture dating from almost every period—the city itself is such a vast and rich museum that it has been proclaimed a National Monument. The spirit of Toledo is felt in its quiet little squares, stoutly built mansions. Its steep, narrow lanes...its portals surmounted by coats of arms and crests

At the Museum of Tavera in Toledo, the allure of J.L. SPORT'S brown lambswool tunic. A sweatery shirt-tail slides over motiony brown wool crepe pants. Sliced with a softly tied shirt of glossy apricot polyester crepe de chine. Tunic, $70; pants, $70; blouse, $52.



EN ESPAÑA



Calvin Klein . . . a way of life



Photographed by Duane Michals at the Clocktower Art Center, Lower Manhattan

Saks Jandel

5514 Wisconsin Ave., Chevy Chase, Maryland

Watergate, Washington, D.C.

JAEGER® **Here today and here tomorrow.**

Witness our wool flannel blazer and skirt accented by our Merino wool sweater. They best represent British classics: sportswear created not only for today, but for tomorrow and all the seasons that follow.
JAEGER® London. Paris. Rome. New York.

CORTEFIEL

DE ESPAÑA

THE FASHION QUORUM

America's most prestigious specialty stores

MALLORCA...
A RESORT FOR ALL SEASONS

Mallorca . . . a miraculous island filled with vibrant contrasts—from stately old cathedrals and elegant palaces to continental, ultra-modern hotels and gourmet restaurants. Where fashion begins . . . exotic foods delight the taste-buds . . . and pulsating rhythms of Spanish music never cease. Bathed in an eternal spring, the dreamy Balearic Island of Mallorca lies in the western Mediterranean off the coast of Spain. Splashed with beaches . . . sparkled with sunshine . . . graced with idyllic coves—Mallorca flourishes in the ebullient Spanish tradition.



Escape to sunshine on Iberia's "Cervantes," "Costa del Sol," "El Greco," or any of the other Iberia luxury flights—what better way to experience Spanish hospitality than with Iberia Airlines!

Here, and on the following four pages . . . the beautifully sleek fashions of Spain. Distinctly designed for today's woman. Left, at the internationally famous Cloisters of the San Francisco Church in Palma, Mallorca's capital, CORTEFIEL provides the perfect go-everywhere covering—an easy, narrow tan gabardine raincoat lined in magenta flannel with a ribbed knit collar. At Palma's March Palace, right, strolling through ancient gardens and walkways, you're ready for cool Mediterranean breezes with seasonless practicality and pulled-together dash . . . with JUANJO ROCAFORT'S gabardine coat in neutral beige. The line—the modernity—that's the essence of coat-dressing now.

JOHN BALDWIN
Florida & Myrtle Beach, S.C.

BALLIET'S
Oklahoma C.

NAN DUSKIN
Philadelphia

JOHN HOGAN
San Diego & La

MISS JACKSON'S
Tulsa

STANLEY KORSHAK
Chicago

NEUSTETERS
Denver & Colorado Springs

CLAIRE PEARONE
Troy, M

ESTHER WOLF
Houston

JUANJO ROCAFORT

THE FASHION QUORUM
America's most prestigious specialty stores

LEDASPAIN S.L.

THE FASHION QUORUM

America's most prestigious specialty stores



MALLORCA...
A RESORT FOR ALL SEASONS

Embracing the sea, the dazzling Mallorcan beaches offer natural landscapes beyond comparison. Palm groves dot the brilliant white sands where a clear, sun-gilded Mediterranean invites swimmers, divers, and sunbathers. The sounds of gay laughter and new friendships, underneath the shade of colorful umbrellas, are ever present along the water's edge.

Left, on a stretch of Magaluf beach, a short distance from Palma, LEDASPAIN designs a vision of its own: an easy beige suede shirt jacket for layering over everything you own—over sweaters and shirts. And, hand-washable for easy-care. Whatever the destination . . . whatever the weather.

Right, cruise on a sailing yacht through the wide breakwater by the fishermen's wharf and the vast Mallorcan shipyards. Palma, the cradle of many great sailors, is devoted to the practice of nautical pursuits. On a sailing vessel off the Palma coast, BOLLS defines Chinoiserie with a charming quilted tobacco Chinese jacket in 100% cotton, piped in black . . . reversing to tan-and-white stripes for another great sportswear look.

Iberia will fly you to Mallorca, Spain, and all the Balearic Islands—it's just part of their convenient service to make sure you see as much of their homeland as you can.

JOHN BALDWIN
Florida & Myrtle Beach, S.C.

BALLIET'S
Oklahoma City

NAN DUSKIN
Philadelphia

JOHN HOGAN
San Diego & La Jolla

MISS JACKSON'S
Tulsa

STANLEY KORSHAK
Chicago

NEUSTETERS
Denver & Colorado Springs

CLAIRE PEARONE
Troy, MI

ESTHER WOLF
Houston

MJC bolls

THE FASHION QUORUM
America's most prestigious specialty stores



For further information on Mallorca, along with details about special holiday packages to Spain, mail the attached coupon to: Iberia, 97-77 Queens Blvd., Rego Park, New York 11374.

Name_____

Address_____

City_____ State_____ Zip_____



MALLORCA...
A RESORT FOR ALL SEASONS

Villages of earthen-washed colors, terraces basking in endless sunshine, roses and geraniums hanging from wrought-iron grillwork—comprise a mere glimpse of the emporium of civilization and good taste that is Mallorca. Through the city streets and squares, along the beaches and pine woods, men and women of all nationalities wander—delighting in the beauty . . . the charm . . . the patina of centuries.

After loading your basket with fresh fruits and vegetables from a nearby street market, relax on a horse-drawn carriage ride through the ancient winding walkways of Old Palma and around the Franciscan Cloisters. Left, the softest slide of red brushed wool for slipping into when the sun surrenders to a cool Mallorcan dusk. The supple blouson top pulls over the head—to wear as a hood with the easy drawstring skirt . . . by FERRER Y SENTIS.

Rich in tradition—abounding with modern architecture, Mallorca is an ideal vacation spot. Experience it all with the legendary courtesy of a native—Iberia Airlines.

Discover a haven of peace among the ponds and fountains of a Mallorcan courtyard in Palma, right. A quiet spot...an intimate patio ...and the special mood of DIKTON'S tunic of brown, black, and beige striping in 40% lambs wool, 30% mohair, 30% acrylic. Underneath, a beige turtleneck of 80% mohair, 20% acrylic.

JOHN BALDWIN
Florida & Myrtle Beach, S.C.

BALLIET'S
Oklahoma City

NAN DUSKIN
Philadelphia

JOHN HOGAN
San Diego & La Jolla

MISS JACKSON'S
Tulsa

STANLEY KORSHAK
Chicago

NEUSTETERS
Denver & Colorado Springs

CLAIRE PEARONE
Troy, MI

ESTHER WOLF
Houston

THE FASHION QUORUM
America's most prestigious specialty stores

Split, chipped, problem nails?



Now! Get the protection you need in the colors you want.

28 shades



Sally Hansen®

HARD as NAILS®

with NYLON

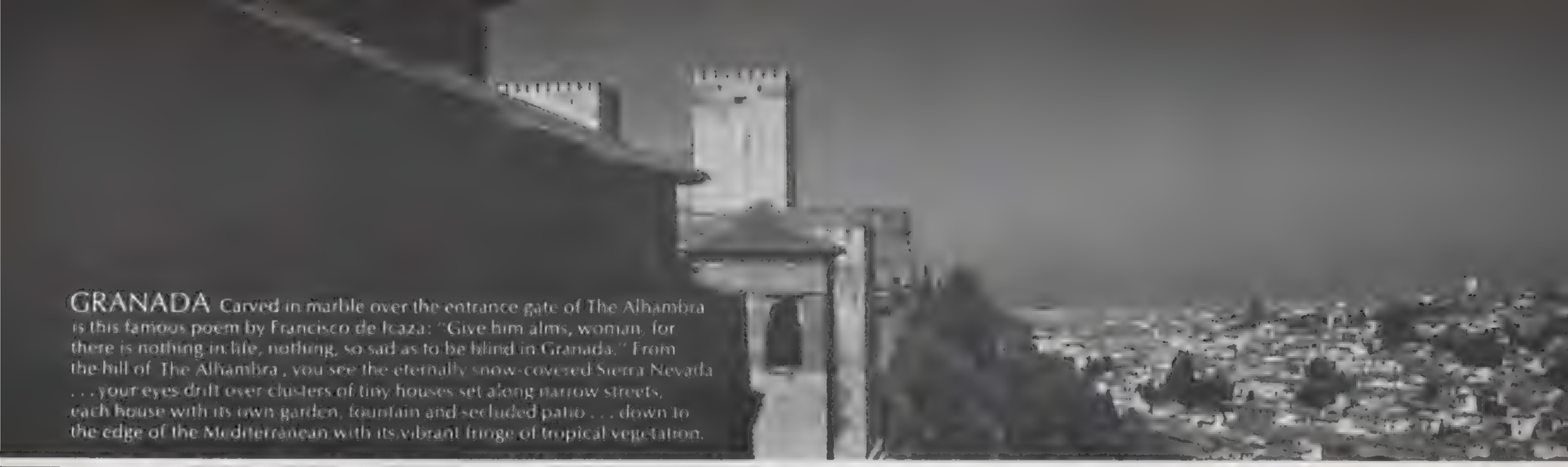
America's Number One nail protection.

FRENCH FLAVOR, THE CURRY-COLOR TWEEDY/SWEATERY MIXABLES OF TIKTINER!



Neiman-Marcus

First Fall wave, just arrived
in Couture Imports
Dallas
Houston
Fort Worth
Bal Harbour
Atlanta
St. Louis
and Northbrook, Illinois



GRANADA Carved in marble over the entrance gate of The Alhambra is this famous poem by Francisco de Icaza: "Give him alms, woman, for there is nothing in life, nothing, so sad as to be blind in Granada." From the hill of The Alhambra, you see the eternally snow-covered Sierra Nevada . . . your eyes drift over clusters of tiny houses set along narrow streets, each house with its own garden, fountain and secluded patio . . . down to the edge of the Mediterranean with its vibrant fringe of tropical vegetation.

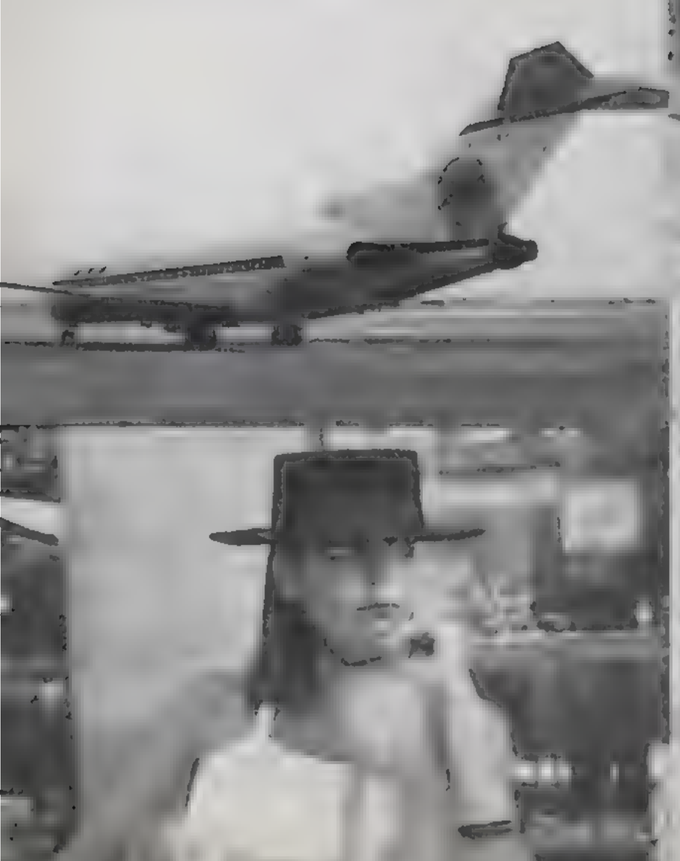
SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

Granada offers you the choice of staying in a superb national "paradore" (an authentic Spanish castle) or any number of jet-paced luxury resort hotels.

Right, in the Andaluz Patio of the famous gypsy quarter of Sacramonte, Elio Berhanyer dresses you in a soft, romantic vision of his own...a classic silk-y crêpe pink blouse tucked into a long navy blue silk grosgrain skirt.





ELIO
BERHANYER

JUANJO ROCAFORT

Here, near the famous caves of Sacramonte, smiling gypsies await your arrival, ready to show you their "true" flamenco dances, serenade you with their haunting songs, and offer you a glimpse into their quaint traditions.

Left, Juanjo Rocafort keeps the romance going with an airy, full-sleeved artist's smock in white cotton . . . delicately cuffed at the wrists. To wear with perfectly-cut black gabardine pants.

When Granada becomes too tempting to resist, Iberia offers you nine direct flights a week from the U.S. to Madrid, with two connecting flights daily to Granada. Aboard Iberia, you will experience that special blend of warmth, friendliness and pride in serving others that is uniquely Spanish.



SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

GRANADA The legend and romance of The Alhambra...its towers, its walls and its palaces impregnated with the oriental spirit and sensual legacy of the Moors. Under the spell of The Alhambra you have already crossed the boundary between the dream world and reality. Once inside, you step into a setting worthy of "A Thousand and One Nights," the exquisite, perfumed atmosphere evoking an ethereal vision of Moorish splendor, devoted to the pleasure of living and designed to delight all the senses.

Here, under a filigreed archway in the Patio de los Leones at the center of the Palacio del Harem, Andreu weaves his own spell of seduction . . . baring one shoulder and draping you in a liquid flow of navy blue silk georgette and polyester, shimmering with navy blue sequins.



SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

ANDREU

Throughout the palace of The Alhambra, the delicate complexity of decoration and ornamental richness create an aura of incomparable beauty. Here, under the arches of the Patio de los Arrayanes, inspiration and model for the typical patios of Granada, Andreu creates a modern look of sensual elegance . . . the long, side-slit, slate grey tunic wrapped at the waist and sleeves with silver-y bands of sequins and worn over matching pants in fluid polyester knit jersey.

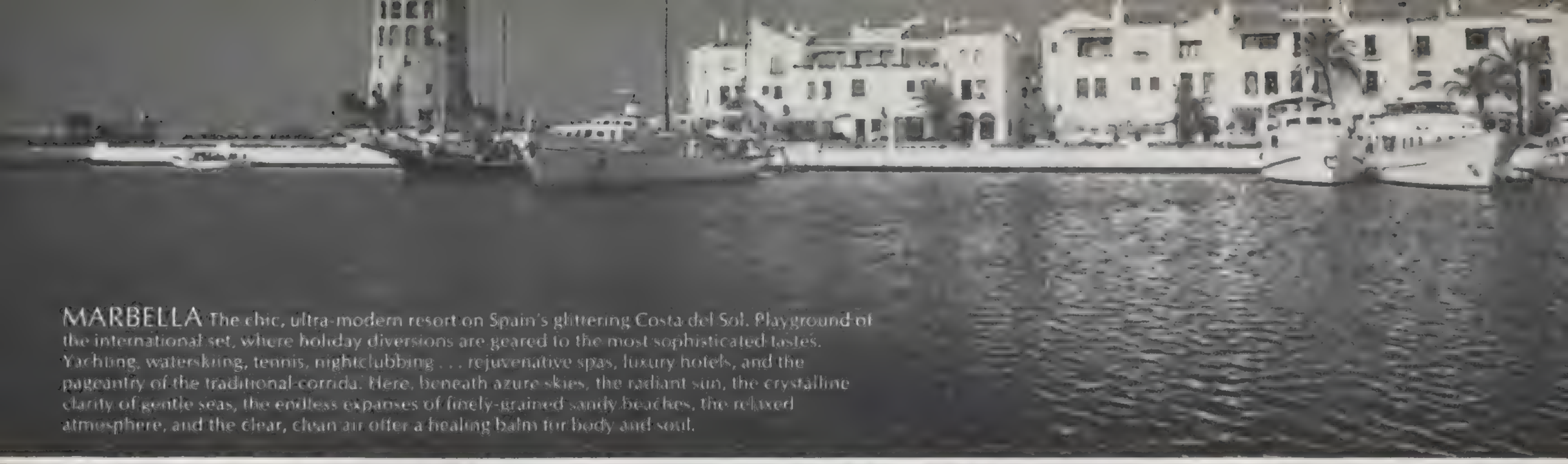
For nearly half a century, Iberia, the Airline of Spain, has been giving passengers the royal treatment. Now it's your turn to be pampered. Let yourself relax amidst the luxury of Spanish hospitality. Sink back and dream. Your vacation will start the moment you step aboard.



SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

ANDREU



MARBELLA The chic, ultra-modern resort on Spain's glittering Costa del Sol. Playground of the international set, where holiday diversions are geared to the most sophisticated tastes. Yachting, waterskiing, tennis, nightclubbing . . . rejuvenative spas, luxury hotels, and the pageantry of the traditional corrida. Here, beneath azure skies, the radiant sun, the crystalline clarity of gentle seas, the endless expanses of finely-grained sandy beaches, the relaxed atmosphere, and the clear, clean air offer a healing balm for body and soul.

SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

For an evening of disco dancing at the popular Crescendo Piano Bar Nightclub . . . Pertegaz' cool slip of a dress in black-and-white striped polyester knit. Flared at the hip for easy movement, with the thinnest spaghetti straps accenting suntanned shoulders. The covering, a soft, black wool-and-polyester cardigan with its own matching scarf.



For further information on Granada or Marbella, along with details about special holiday packages to Spain, mail the attached coupon to: Iberia, 97-77 Queens Blvd., Rego Park, New York 11374.

Name_____

Address_____

City_____ State_____ Zip_____



PERTEGAZ

JUANJO ROCAFORT

A short distance from Marbella . . . lazy, barefoot days in Puerto Banus, Marbella's picturesque yacht harbor, where the relaxed charm of Old Spain and the excitement of jet-set living cast an unforgettable spell. Ten feet from the harbor, you'll find a tiny, white-washed Andalusian village of boutiques, art galleries, restaurants, bars and colorful sidewalk cafes.

Left, Rocafort creates a stunning late-day look...an easy white Mandarin jacket in cotton and polyester, lined in black and accented with white toggle buttons, to wear over a narrow, side-slit black Ginza skirt.

After a visit to Puerto Banus, plan on visiting nearby Sevilla or Cordoba—two of Spain's most beautiful cities. Marbella is the perfect take-off point . . . offering you Iberia's convenient daily flights and the gracious hospitality you have come to expect everywhere in Spain.

SAKOWITZ

HOUSTON AMARILLO SCOTTSDALE

LETTER FROM LOS ANGELES by Joan Juliet Buck

"The Paris of the '70's"...? Or space-place where you'll meet somebody new: yourself

EDITOR'S NOTE: *For American Joan Juliet Buck—a deep-feeling and ruminating writer who has corresponded with us from London, Paris, and Milan—going "home again" was predictably risky; even Continental sophistication had not prepared her for the disorientations of Los Angeles. A film producer's daughter, Ms. Buck remained unawed by movie magnitude. Hollywood-hassled, she's now returned to London as Feature Editor of British Vogue.*



RO_HELLE UDELL

Sunny Los Angeles—nothing seems clear

Above: Downtown L.A., futuristic shocker: Right: Beverly Hills Hotel, crossroads of a million public lives

I was born here. I left when I was three. I came back once, when I was nine, and noted in my diary that all the houses had the same candlewick bedspreads and that all the little girls I met had the same Japanese dolls from Farmers Market. The second time I returned, Christmas 1974, I was stunned by the ease and opulence of staying two weeks in bungalow nine of The Beverly Hills Hotel. It took me seven months to get back again.

One still finds the same things in different houses. Originality is hard in a place that may be spiritually and sociologically ahead of the rest of the world but is, nonetheless, at the tail end of a trade route. After Europe—where food, accents, and nationality change every couple of hundred miles—the inexorable, triumphant uniformity of America is both startling and disturbing. True, everything is made easier; that's why I'm here: For a while, I'd rather not have to think about finding taxis, heating, sunshine, decent plumbing, telephones that work.

I thought it high time to give up the excitement of bombs, kidnappings, couture collections, strikes, Telex deadlines, fascist dukes, and Alitalia timetables. Here, in contrast, all is smooth. But that smoothness is all pervading, that smoothness is composed not only of labor-saving devices and conveniences, it extends to thought-saving ones as well. Those ominous signs at Disneyland that say, "Take your photograph from here," with a drawing of the view to focus on and suggestions as to what type of film to use: not just thoughtful, they are well-meaning but thoroughly destructive intrusions into the brains of people with cameras.

There's also the widespread belief (prevalent all over America) that a woman without a man is a mistake of nature, a runt, a lesbian, or—at the very least—seriously disturbed. "You're not married? Tell me, have you been analyzed?" is the Los Angeles reaction; whereas, the one I am used to is, "What are you doing next weekend?"

Now these rather hostile reactions of mine I can put down to the fact that, having honed and perfected the skills needed to survive and to prosper in a rapidly changing but still polite trio of countries, I find myself as helpless as Robinson Crusoe before he learned to thatch a hut. Verbal thrust and parry—important in London if one is to keep one's friends interested, vital in Paris for sheer self-defense, essential in Italy if one is to keep up the appearance of unbridled vivaciousness that is the basic social currency—are no more than dead weight here. The effects of the now-legal exotic substances that natives keep burning near their faces preclude attempts at punning, and vivaciousness is considered downright offensive. The admonitions to "lay back," "slow down," "calm down," "mellow out" are based less on a concern about the blood pressure of the hyperactive newcomer than on the California desire for peace and quiet. They are the equivalent of New York's "shut up."

Social intercourse is the only form of intercourse that is frowned on here. Only the British community, oblivious of the unwritten law of calculated profit, give and attend parties where they willingly laugh, play games, dance, gossip, and complain.

The required assets for healthy survival include long hair, a small ass, and a green thumb. The latter is particularly important. Last summer, on the way back from the pool of The Beverly Hills Hotel, my father, dodging a giant hibiscus bush, admonished me: "This is Lotus Land, kid."

Indignant, I had replied, "It's just as real as anywhere else," adding, for weight, "Why, up at the house, we have to water the plants every day."

I was not then struck by the frothiness of this remark; when you live on top of a canyon, watering plants is a serious business: you fail to water a few times, the grass dries out, a match falls, and you have a forest fire and God knows how many dead on your conscience. The values are different because the geography is different, and it gradually emerges that the people of Southern California are marching to the tune of a whole set of different instruments.

I find that I have tremendous resistance to the motto *Mens sana in corpore sano*. It's usually engraved over the doorways of those vast, resonant gyms where fascistic French youths and youthesses in ill-fitting and smelly shorts are doing impossible things with medicine balls. Yet here, that motto is the creed of the beauties. Exercise class, dance class, wheat germ, honey, granola, yoga . . . the tools of perfection. I have seen an actor do one-arm push-ups at a party; I have seen more vitamins than I thought had been discovered; I have seen more bodies starved to near perfection than I care to think about. The state flower should be the narcissus.

Rather lame analogies spring to mind; one thinks of the beautiful drones in H. G. Wells's time machine, controlled by the subterranean monsters who eat them up at intervals. Of course! The studios—secret, dark, breeding beautiful people only to summon them to the depths and consume them! How obvious! How trite. . . .

And, while playing with the analogies, of which there are many, one runs into that heap of abuse that has been shoveled on Hollywood from time immemorial (out here, that means the 'twenties) by frustrated authors locked up in studios over hot typewriters and fractious screenplays, writing angry letters home about the Cultural Desert. The ways of dismissing Hollywood and, by associative guilt, Los Angeles, are manifold; let me not count them.

It is a token proof of intelligence to be able to refer to L. Abotomy, Lost Angels, Lotus, Locust, and Lotto land in one's introductory conversations with a stranger, so that he will be aware that one is a sensitive soul wounded by the plasticity and impervious to Gucci loafers. Unfortunately, the accepted ways of transcending the plasticity are just as synthetic and require a great deal of money: Getting away from it all with a private Jacuzzi, a house on the beach or in one of three acceptable hideaways (Santa Barbara, Palm Springs, or Big Sur), and a supply of Thai sticks are supposed to be the proof of deeper values.

It's the candlewick bedspreads all over again. But then, one takes analyzing Hollywood a step further: I know I feel stranded because there is not enough concentration of anything to allow

(Continued on page 50)

KIMBERLY®

The new Kimberly. The focus is man-tailoring. The feeling is feminine. The Good Wools. Knitted in a class by itself. About $240.



elegance in the right setting



Creslan is the registered trademark of American Cyanamid Company for acrylic fiber.

Designed by Agatha for Knit Bazaar

Shoulders are for showing. Knit Bazaar loves them swept away in Creslan® acrylic knit fiber rimmed with rhinestones. Knit Bazaar, a division of Cabot Knitwear, N.Y.

Creslan

KB
KNIT BAZAAR INC

1410 Broadway, New York, N.Y. 10018 • (212) 244-2250

B. Altman, New York • Battlestein's, Houston • Filene's, Boston
Jos. Horne, Pittsburgh • Jordan-Marsh, Miami
I. Magnin, San Francisco • Marshall Field, Chicago

Vogue Special

CONTINUED FROM PAGE 48

me to bounce my references and allusions off the walls of a familiar culture. On the other hand, the arrogance of a traveling grand duchess does not really become a young woman of twenty-seven. And more: surely there is something here, other than clichés and books about Old Hollywood.

Those French Intellectuals of the Cafés Flore and Coupole, tracing the evolution of *la culture,* always start in California when drawing their maps of neo-realism or esoteric religious movements. *Est* has already proceeded eastward. The ideals of Berkeley in the 'sixties are to be found in Portugal, in Greece. The continental drift of fads has carried Rolfing to Europe. I wanted to come here so badly; was I looking for the future? The suspicion that I entertained notions about being a 'seventies Anita Loos is painfully banal.

Ambition changes the verb tense here from present (very New York) to future. Only Europeans speak in the past, because the past was more fun. Here, though, that future is unconditional. The question "How are you?"—which in other places calls forth statements based in fact—here elicits replies made up equally of conjecture, wishful thinking, and boundless optimism. "I'll be up for a part in *Baretta* next week"/"I'll be showing my script to Coppola soon"/"I'm about to sign a six-picture deal"/"I can't talk about it yet, but I'm doing great."

Most of the people I know want something desperately, but can't talk about their achievements when they get them because agents and producers tell them not to. They are required by lawyers and contracts to stay vague: "things are beginning to happen" is the all-embracing, wispy term preferred to "I did it."

Other phrases concerned with the Almost Factor include: "I'm up for/under consideration/considering" (this, a mark of success). Verbs are used in the passive for beginners, the aspirants, and only become active when one has achieved fame and money. Consider the difference between "I am wanted" and "I want." The aspirants hold their breaths, withholding judgment until they have been judged. A straight statement of their wishes would hold them up to ridicule if the wishes cannot be instantly gratified; and, this being the land of disappointed actors, actors learn to reduce will so as not to have it broken too often.

But it's not only actors; writers dream of film, the prosperous dream of "packages." And because the fashionable "thinking" pose in Hollywood is to look on ambition as something juvenile and essentially naïve, those who turn their backs on ambition have the same status as dissidents in Russia: they are publicly reviled by the society but secretly admired for having the moral staunchness to stick to their convictions. Unsuccessful film directors, writers, and actors are not invited to dinner, but they are whispered about as "fine, good men." A little "self-destructive" perhaps, but good. "Pity the movie was shelved."

So what is it? Is one here for the sun, for the company of other refugees from London, for the proximity of Fame and Fortune, for a holiday from *tsores?* One learns quickly that defining oneself, as one does in Europe, on the asperities of experience and in the eyes of others, no longer works.

The blandness of comfort robs one of the triumph of having wrestled a crisis to the ground. The eyes of others are masked by sunglasses, or averted in meditation, or looking across one's shoulder at someone else; unless one is famous, one gets short shrift and, worse, scant attention in this town. One's sexual attractiveness here is not based on one's sexual attractiveness; and, what with my reputation in other fields having been left behind in Europe, I found, in my first months, that I no longer existed. The eyes of the others were always looking somewhere else.

The only reaction is self-definition; and, if that is what leads to most Californians being introspective, self-involved, karma-aware health-food bores, self-definition is still healthier than the frantic search for social approval that led F. Scott Fitzgerald and others straight to the well-known sanctuary for the insecure, the Bottle.

It is probably because the values of Hollywood are so tawdry, so easy to sneer at, that they are easy to turn away from. I would play the social game, all the games, if the rewards were a château or two, a title, some kind of traditional magic. But five bedrooms and a tennis court in Brentwood are simply not worth the effort. It is easy to write here; because, after a while, one learns through experience that nothing is going to happen at a party or at a dinner to change one's life.

(Continued on page 52)



Available in Perfume, Cologne Spray Mist, Dusting Powder, Bath Oil, Solid Perfume, Gift Sets. At cosmetic counters of America's finest stores. Jovan, Inc., 875 North Michigan Ave., Chicago, Illinois 60611

Jōvan Musk Oil Perfume.
The only Musk oil dedicated to the proposition.

Showgirls.



Barbara Perry and Coleman Hardy of Kinston, North Carolina. Doncaster Fashion Consultants.

Three or four times a year, Barbara Perry and Coleman Hardy hold a private at-home showing of exclusive Doncaster dresses, suits and coats.

Why not try it yourself? As a Doncaster Fashion Consultant, you could work alone, or with a partner. You'd only be involved for 10 or 12 weeks a year, and during that time, you could very well pick up a few thousand dollars mad money.

No investment is necessary. And because each Doncaster is custom-made, you'd have all the creative fun of advising customers on their selection of fabric and color. Prices range from $80 to $250.

Of course, as a Doncaster Fashion Consultant, you could buy the classically good-looking clothes for yourself at a reduction. (In the photograph, Barbara and Coleman are wearing two of their favorite dresses from the new Doncaster fall collection.)

If all this sounds good to you, please write to Mike Tanner, Doncaster, Dept. No. V-2, Rutherfordton, North Carolina 28139. Or call (704) 287-4205.

Doncaster.

CONTINUED FROM PAGE 50

There are no Prince Charmings, no witches, no Merlins. Better to stay home to find them inside one.

Onanistic? No doubt. Learning alone what gives one pleasure is by definition onanistic, but I am not talking about the body. Here, in a place that people love to define as no-taste, I am finding my own. If *Il Trovatore* is being sung on the classical-music station of my car radio, I will drive around until the opera is over. Verdi I could take or leave in Italy; does the opera's charm here consist in that it is foreign, a piece of the past of Europe that becomes my past?

I have found that many car radios are tuned to that one classical-music station. Paul Morrissey says it's because he can't stand the cacophony of rock; Dustin Hoffman, because it sounds better. I can't stand the blandness, the uniformity of all those sweet, granola-fed singers. But the car radio must be kept on at all times: the silence of the streets is terrifying.

One does not have to cloister oneself in the past to find what Abraham Maslow calls "peak experiences" here. At first, even Hughes Supermarket on Ventura Boulevard, with its joyous gigantism, was a high. Learning to drive opened up a whole new subsection of rapid cultural analysis: one notices that rich Coldwater Canyon is shaped like the most superior ski slope, its rhythm of dips and curves approaching the grace of a Viennese waltz. That's on the Beverly Hills side; on the valley side, where the road descends to the less exalted reaches of Ventura, it is as awkward as a mule track through a quarry.

Driving. That's one part of the pleasures; driving alone at night, past the streets called Bonnie Brae and Alvarado, one comes to the future. No one had told me about downtown L.A. Suddenly there is a thin concrete ribbon that arches into a city, and it looks like New York. Skyscrapers, a tower with what looks like a Luristan dagger shoved into its summit; monumental petal-shaped buildings under construction, their armatures shrouded by plastic sheeting, lights blazing within, the sound of forges issuing from their depths. A shock, a vision. One is totally lost, and then one finds Wilshire Boulevard and follows it back to the reassuring cross streets of Beverly Hills.

But that *frisson* of future shock to be found at the corner of Seventh and Grand cannot be left pure. I found myself exclaiming "Alphaville," and correcting myself to "Things to come." On the way back to the present, one passes Cleopatric apartment houses guarded by sphinxes, The Original Brown Derby Restaurant shaped like a hat, the perfect Art Deco of Bullock's department store—pink stone and green bronze. Then it's back to Rolls-Royce-showroom ugliness; but, during the whole expedition, one has not seen one person on the streets.

There is a peculiar emptiness to Los Angeles that has a great deal to do with the adjective "spacy." I've never been quite sure what "spacy" meant, but I know what it feels like. It's the size of the sky, that big, generous, democratic sweep that carries under it wooded hills and freeways, skyscrapers, cedars, neon signs, Marlboro ads, domes, and even an oil well. A sky full of possibilities, its wonderful gaudy sunsets framed by royal palms, unremittingly blue all day. The dawns, so promising but somehow lacking the spiritual edge of art that a classic Italian dawn carries, or the redemptive pardon that seems implicit in the end of every New York night.

The sky here is bigger and brighter and better, but it says nothing; that's spacy. The dusk is spacy, too, a sudden black emptiness that one feels on one's shoulders if one happens to be out driving, that hour that the French call "between dog and wolf." The dusk provokes panic because the thing that is prettiest to look at has suddenly been taken away.

Could the size of the sky have anything to do with the flowering of so many religions, cults, beliefs, doctrines, so many mystical attempts to tame the void that comes after sunset? The well-known geographical impermanence of this stretch of earthquake-prone land, which is never discussed except by greenhorns, has as its counterpart this strange feeling that we are already over the edge of the world. The fears have to do with random snipers, ritual murderers, things not controllable by the intelligence, a kind of ominous evil.

Yet this is the place, too, where one can live out one's rustic or lamé fantasy; where, freed of the primary needs, one can aspire to finding a more coherent, higher life. Nobody says much, so you listen to yourself. ▽


John Anthony, that is.
Who else could design
such a marvelous
melange of textures
for evening?
Luscious mohair
sweater jacket.
Liquid crepe
de Chine silk shirt.
Soft matte rayon
jersey pajamas.
All in palest almond.
Higbee's
Cleveland
the name's anthony

Vogue

HAIR NOW





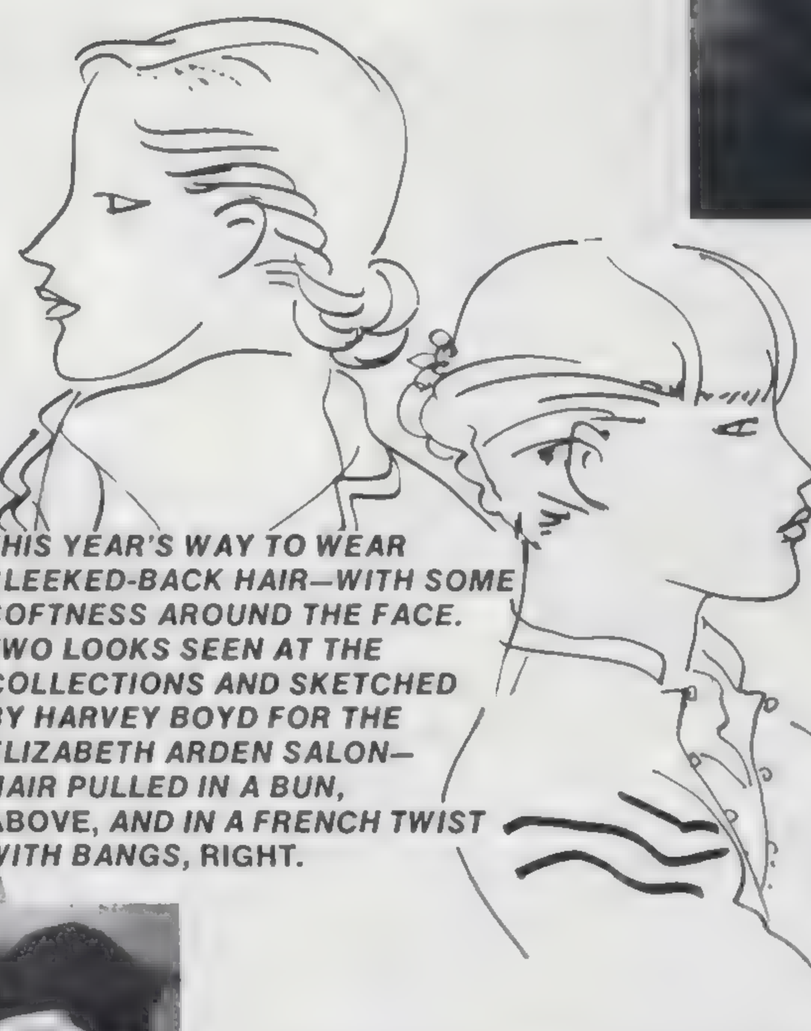
ARTHUR ELGORT

"a new softness...sleekness...and braids"

That's the way Harvey Boyd saw hair at the fall collections in Paris and Milan (two of his sketches for the Elizabeth Arden Salon, *right*). The big stand-out: **the cut of hair**—it's really important and better than ever. The news: **braids**...thick, single, and they end in a brush...**asymmetric length** swept to the side...**soft geometrics**...and **deep, deep bangs.** The one look Harvey Boyd saw everywhere—**hair pushed up and off the neck** in back.



The look of more hair—swinging, free and healthy—the way hair should look if you wear it long. To have it, to have the kind of hair Christiaan did *above*, hair needs cutting and conditioning every 3 weeks. (Which explodes the myth: the longer hair is, the less care it needs.) Long hair should move with you—i.e., when you throw back your head, when you walk in the wind—it should still look as good as the hair does here.



THIS YEAR'S WAY TO WEAR SLEEKED-BACK HAIR—WITH SOME SOFTNESS AROUND THE FACE. TWO LOOKS SEEN AT THE COLLECTIONS AND SKETCHED BY HARVEY BOYD FOR THE ELIZABETH ARDEN SALON—HAIR PULLED IN A BUN, ABOVE, AND IN A FRENCH TWIST WITH BANGS, RIGHT.

Seen at the Paris collections on a model at Yves Saint Laurent—ombré hair toned dark to light... it's the newest way for hair color to look.



The look of a hat this year at the Paris collections—casual, unconstructed—and always over the best-looking hair....**1.** The knitted tweed Tartar hat at Yves Saint Laurent—fringed around the edge and worn over a babushka and braided hair....**2.** The small-fitting knitted skull cap at Yves Saint Laurent—pulled to the brow over sleeked back hair....**3.** Seen at Kenzo—a man's fedora worn over straight hair cut blunt to the shoulder....**4.** Also at Kenzo—a classic ribbed wool watch cap. The newest way to wear it—rolled and pulled to the side....**5.** Another version of Yves Saint Laurent's knitted Tartar hat, here over a braid that ends the way a braid should—straight and full as a brush....**6.** The oversized felt hat at Dior pulled to the eyes over long straight hair.

PATRICK DEMARCHELIER

END-OF-SUMMER HAIR TIP

To revive hair at summer's end, Gino-Janek, hair colorist at the Carl Marraccino Hair Salon (110 E. 56th St., New York), uses neutral (no-color) henna. It doesn't change the color of hair. What it does do—gives hair lustrous highlights, body, and protection. You can buy the henna to use at home ($21.50 for 3 applications). The way to apply it: Mix henna with water to form a paste. Add the juice of one lemon (it acid-balances henna) plus 4 ounces of yogurt (for protein nourishment). Apply to hair, leave in for about 40 minutes, and shampoo.



REYNOLDS ROLLES

To pick up the next time you're in Paris—Maniatis Shampooing—with bone marrow—the shampoo everyone has been asking Paris super-stylist Maniatis for, since discovering what it does to hair—gives it unbelievable shine. Now he's put it up in bottles for all...except those with oily hair.

CONTINUED ON PAGE 56

To know you're the best you can be!™





for the natural look, the natural feeling...

Miss Clairol—Shampoo Formula—conditioning haircolor wears so well, looks so great. Miss Clairol in the Natural Wear formula conditions as it colors. The result is a healthy, vital look...hair that's easy to manage, full of body. Covers gray. The color starts out soft, and wears soft and true week after week. So today, when you're evaluating anew the quality of your life, your looks, how you spend your money, isn't it great to know you can count on Miss Clairol for hair color the best it can be—at any price!

Miss Clairol®



Cosmetics by Clairol.

©1976 Clairol Incorporated

INTRODUCTORY OFFER

Remarkable discovery
STOPS FINE LINES AROUND EYES, MOUTH!



IRMA SHORELL'S
Youth 25
MOISTURIZING CREME

Regular $12.50 size
$7.00
LIMITED TIME ONLY

Now — for the first time — you can stop yourself from looking older!

When I was in my 20's no creme was available that was effective in smoothing away the dryness lines — and stopping new ones from appearing.

YOUTH 25 — this new remarkable discovery does just that! Beauty editors, stewardesses, actresses — all testify that it works! It is the world's first liquid creme that is both a treatment and a moisturizer — in one . . . it imparts a healthy natural 'glowy' sheen to the skin.

The initial users — internationally famous beauties—were amazed! No more dryness lines formed around their eyes and throat. All stopped using foundations and much less makeup.

I know of no other product in the cosmetic world that has been as beneficial as YOUTH 25 to help the younger women eliminate the dry, taut, wrinkled feeling, protect her face against the drying, aging elements.

Irma Shorell

Write or phone

BONWIT TELLER
New York and All Stores

GARFINCKEL'S
Washington

NEIMAN-MARCUS
Dallas • Houston • Ft. Worth • Bal Harbour
Atlanta • St. Louis • Northbrook, Ill.

JOSEPH MAGNIN
California • Nevada
Hawaii • Colorado



PATRICE CALMETTE

Pretty at night . . . Bianca Jagger's new look for evening—hair pulled in a bun, by Ricci Burns, and braided across the crown . . . a tiny diamond stud at each ear . . . and dramatic, simple makeup—a touch of eyegloss, mascara, and a deep-toned mouth. The scoop of black, here—Valentino's bare halter-top jumpsuit.

Vogue HAIR NOW

CONTINUED FROM PAGE 54

MAKE YOUR WIG AND YOUR HAIR AGREE

Not-to-miss hair-color news. . . . If you wear hairpieces or wigs and color your hair, the difficulty matching either to hair color won't be news to you. What will: Monsanto is now blending their Elura fiber in colors *to match* the 30 shades of Miss Clairol hair color for two wig companies—Eva Gabor and Helen of Troy . . . so if you're a Miss Clairol user and you wear a wig or hairpiece, you're in luck. . . . More news for Clairol users: **Newest way to give hair super shine**—a 10-minute cream-in conditioner-lightener that gives hair brightness and all-over lift. The one we're talking about—Clairol's salon-treatment, Luminize.





ELISABETH HERRIGER

YOUR-LOOKS LESSONS

Gloria Lintermans of Lintermans Hair Salon, Beverly Hills, has organized what we think is a four-star lecture series. Its aim: to teach you how to look your best. The seven-week workshop, held once a week, costs $70. That includes a make-you-over program, too—so bring along makeup. The topics: nutrition, fashion, hair and skin care, exercise, plus a what's-to-come fashion and beauty report. For more, contact Gloria Lintermans, (213) 276-3100.

Seen in China by a Vogue editor: two barbershops for men and women in Kuangchou—downtown, *above left,* and at the Tung Fang Hotel, *above right,* where she had her own hair cut. Her report: a good shampoo (they used a paste mixed with water that left the hair really soft), scalp massage, and excellent blunt cut to the jaw, blown dry—all for $1.10.

Easy new way for a Black woman to curl and condition her hair—a cream-formula setting lotion, such as Flori Roberts Jet Set, right, with built-in moisturizing agents—it helps minimize frizz and napping. $7.50 at Bloomingdale's.



The look of well-cut hair, right—Stephen Congiusta's dimensional cut, gives hair softness, fuller texture. Best: it dries into place without a brush or blow dryer . . . for more, call (212) 472-3892.



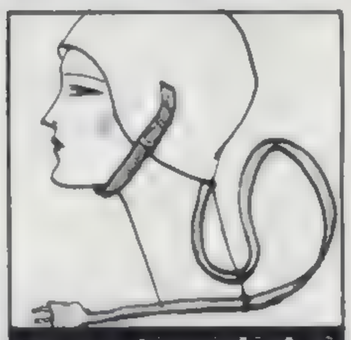
RICHARD BLINKOFF



RICHARD ROSENFELD

PROBLEM SCALPS...

For dandruff, psoriasis, seborrhea sufferers: an easy-to-do scalp treatment developed by Jason Kearns of the Biba Hair Salon, Montreal: Mix hair conditioner (the one Jason uses—Wella Kolestral) with one ounce of protein-rich soya sauce. Apply to scalp and gently massage. Wrap head in aluminum foil punctured with tiny air holes. Use heat—e.g., a hood hair dryer or hot towel wrapped around head—for 30 minutes. Remove foil, wait 15 more minutes; shampoo, rinse with cold water.



To use instead of a hot towel—Wella Kolestral Beauty Cap, for instance . . . it gets conditioner deep into hair shaft. $19.50, from the Wella Corp., 524 Grand Ave., Englewood, N.J. 07631.

Why smoke Now?

If you're a smoker who has been thinking about 'tar' and nicotine, here's why you might consider smoking Now.

Now has the lowest 'tar' and nicotine levels available to you in a cigarette, king-size or longer. 2 mg. 'tar,' .2 mg. nicotine. It comes in both filter and menthol.

Now also gives you real smoking satisfaction. The flavor is mild and pleasant.

Now draws free and easy for a cigarette so low in 'tar' and nicotine.

Now has a uniquely designed filter that makes all this possible for the first time.

Compare 'tar' numbers. You'll see that 2 mg. is the lowest of all king-size cigarettes.

When is a good time to switch to Now? There's no better time than right now.



Now. 2mg 'tar' is lowest.

(King-size or longer.)

©1976—R.J. REYNOLDS TOBACCO CO.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER, MENTHOL: 2 mg. "tar", .2 mg. nicotine, av. per cigarette by FTC method.

Responsive...Bénéfique



©1976 Shiseido Cosmetics (America) Ltd.

skincare.





Right from the beginning your skin responds to the beneficial, tangible results of Bénéfique. Because the Bénéfique treatment collection is formulated to help give your skin young-looking softness, tone and resiliency. Not only now, but with continued use, year after year. Bénéfique skincare and make-up. Created in the world-renowned laboratories of Shiseido. And now being introduced in better department and specialty stores.

BÉNÉFIQUE
by SHISEIDO



SEPARATE THOUGHTS

FROM NARDIS OF DALLAS

For the woman you are.

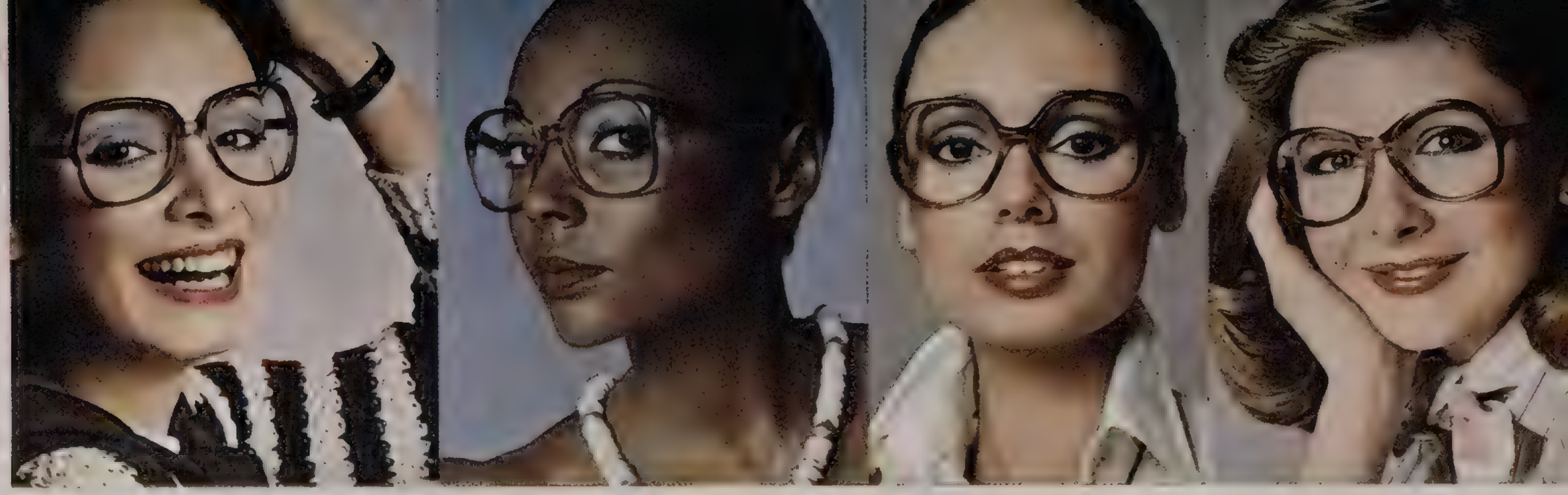
FOR A REFRESHING LIFT, TRY A SENSATION THAT'S LASTED 183 YEARS.



Since the day Napoleon introduced it to Josephine,
4711 refreshant cologne has revived, refreshed and invigorated people for
183 years. Today, 4711 is enjoyed throughout the world after bath,
after shower, and during the day. Try a splash whenever you feel stale.
It will make the rest of your day a sensation.

Distributed by Rorer International Cosmetics, Ltd., Stamford, Conn. 06907

The frame shown above is Sirenne in Pink Moondust.
The coordinated Helena Rubinstein Shadow Smooth eye makeup:
Highlighter — Pink Moondust. Contour — Sultry Blue.
Lid Shade — Sweet Lavenderwith Pink Moondust.



Announcing the end of the conflict between your eyewear and your eye makeup.

HELENA RUBINSTEIN AND UNIVIS INTRODUCE THE FIRST COORDINATED LOOK

EYE MYSTIQUE™ At last. Helena Rubinstein and Univis have created a special new look in eye allure.

Eye Mystique.
A collection of eight great new fashion frames by Univis in 14 subtly scintillating colors coordinated to eye makeup by Helena Rubinstein.

Eye Mystique.
With coordinated colors that work with your eye makeup, not against it, to give you a more flattering look. And unlike some frames that dominate your face, Eye Mystique frames are so soft, so naturally sculptured, they enhance the contours of your own face.

Now you can't go wrong. No matter what your individual style, Eye Mystique has a wide range of unique colors and designs coordinated to add new dazzle and excitement to your most attractive feature.

Your professional eyecare or eyewear specialist has the Eye Mystique frame collection ready to show you, along with a Helena Rubinstein Guide to Beautiful Eyes to help you achieve your own coordinated look.

UNIVIS

Itek Ophthalmic Products

ITEK CORP./ UNIVIS 1976

Vogue-Rated

TIP-OFFS

What to see, read, listen to, and watch for

movies

BY REX REED

★★★The Omen

Sophisticated, spleen-churning horror in the tradition of *The Exorcist* and *Rosemary's Baby*. Lee Remick, wife of American diplomat Gregory Peck, has been rushed to a Catholic hospital in Rome where her baby dies in childbirth. Without telling her, Peck accepts a substitute baby from a mysterious priest and decides to raise the child as his son.

Four years later, Peck is appointed U.S. Ambassador to Great Britain by his old college roommate, who is now President of the U.S. Everything looks rosy: beautiful country estate outside London, healthy curly-haired son, golden future in politics. Suddenly, in the middle of a happy-birthday lawn party, the boy's nanny hangs herself from the top of the house. A sinister mastiff appears from the woods to act as a watchdog over the boy. Zoo animals run from him in terror. A chilling governess arrives unannounced and eerily says, "Fear not, little one, I am here to protect thee."

One by one, the horrors mount. Lee Remick's automobile is attacked by ferocious, fang-baring baboons. A press photographer discovers weird, unexplained marks from the sky around the people in his photos. A priest who lives in a room with forty-seven crucifixes and walls papered with pages from the Bible delivers demented warnings about the birth of an Antichrist.

As Peck unravels the clues in Rome and Israel, he discovers Biblical answers in the Book of Revelation. The Devil's child will rise from the world of politics, the Holy Roman Empire is the Common Market, and it is time for the coming of Armageddon. The baby must be killed before it destroys the world. Can Gregory Peck do it? The ending is one of those twist shockers, and I would incur the wrath of readers everywhere if I were to reveal it.

There's an ice-on-the-spine tension in the performances and in Richard Donner's atmospheric direction, and I relished such scenes as a gloomy graveyard at midnight where vicious black dogs descend upon Mr. Peck from the shrouded tombstones and the throbbing terror that builds before Miss Remick is hurled from a gallery by a colliding tricycle. Some of the religious mumbo jumbo seems preposterous, but the film is imaginative, riveting, and—ultimately—shatteringly scary.

★The Tenant

A French thriller starring and directed by mushroom-faced Roman Polanski as a Polish misfit who rents a room in Paris in which the former tenant committed suicide. The lodger, slowly going mad, identifies with the deceased, suspects everyone around him of conspiracy to murder him, dons the dead woman's clothes and makeup, and eventually completes the personality transfer by jumping out of the same window.

There are some shocks, but no suspense. The film literally spooks itself to death. There are momentary flashes of insight as the foreigner faces all the petty irritations to be found in a Parisian milieu of dark, lonely hotels and dimly lit cafés; but what could have been an absorbing study in growing paranoia descends into obvious Grand Guignol, with echoes of *Repulsion*. Polanski virtually gives a one-man show, but there is able cameo support from Shelley Winters, Melvyn Douglas, Jo Van Fleet, Lila Kedrova, and Isabelle Adjani.

—★Midway

Crisis in the Pacific, 1942, with aging movie stars in every uniform, all sucking in their pot bellies. The Japanese are like villains in a Charlie Chan movie, babbling revenge against Admiral Halsey, then passing around an 8″ x 10″ glossy of Robert Mitchum in uniform. There's a corny subplot (Charleton Heston's son has fallen in love with a Japanese girl from San Diego State) and a lot of Saturday-afternoon-war-serial footage of defense carriers, battery stations, enemy bases, and planes in flames.

Bombs fall, shaking the ceiling, vibrating the seats, and spilling the popcorn—all in "Sensurround," a ludicrous process by which the audience feels it is in the middle of a torpedo site. "The management assumes no responsibility for the physical or emotional reactions of the audience," blares the announcement at the beginning of *Midway*. Good thing, too. Aside from the constant threat of punctured eardrums, there's the continual danger of being bored to death.

★★★Secrets from the Super Spas

By Emily Wilkens (Grosset & Dunlap). Oh, happiness in one title, secrets and spas. With the patience of a termite, Emily Wilkens has visited almost all of them ($350 to $1250 a week) to dig out their expensive tricks for the rest of us to try at home. More fun than mud pies, the secrets gave me a cheap high.

Wilkens spent time at the great American and foreign spas from Texas and California to Turkey, Israel, Romania, and Ireland, testing out the fasting ones, the dieting ones, the "cures," the youth spas, and a dozen other combinations. From her travels she learned about the Miracle Milkshake, Wonder Water, potassium broth, borsch (forty calories a serving); and she gives recipes and exercises for every bit of you.

Among the various spa suggestions: cleaning the face with milk of magnesia (mint) and mineral oil; bathing in a tub of water containing a muslin bag filled with dried milk, starch, and old-fashioned oatmeal; spraying the completed face makeup with distilled or mineral water; plus a hundred more notions (I tried all these tips and more, and they worked for me).

In a spasm of spa-secret trials, I bought and used (along with my usual cosmetics and vitamins) cornmeal, castor oil (for under my eyes), watercress, cider

(Continued on page 66)

★★★King and Joker

By Peter Dickinson (Pantheon). If the novels of William Buckley and Peter Dickinson are accurate, a stay at Buckingham Palace must be like a spree at a Club Méditerranée. Most of the characters in Dickinson's *King and Joker* are as elite as royal terns but none as amusing as King Victor II, a physician trained to acute medical diagnosis.

Into this happy ménage à trois —the King, his Spanish wife, and his love, breakfasting with the Royal Princess and the Prince of Wales—seep violence, illegitimacy, mayhem, hostages, terrorists, and the unpleasantness more common among poor old sods at Cheapside. Among the novel's entrancers are a nanny, living in more or less relaxed senility; Nonny, the King's adorable girl ("mistress" has gotten a bad name since the Congressional payrolls); and the Queen, who lapses into superb English after sentences belching with "h's." "Huat huas I to huait for?"

The vitality of Dickinson's mystery comes from both the snarl of clues and the pleasure of spending a couple of hours with attractive characters, some royally nutty.



HELAINE R. MESSER

HAIL TO THE "TAXI"

Taxis—we love them and leave them feeling like mangled pretzels. At New York's Museum of Modern Art, model, hoped-for-the-future solution: "The Taxi Project," a show of specially designed, accessible maxi-cabs like the Alfa Romeo, left—to replace best-to-date Checker, right. (Review, page 68)

books

BY ALLENE TALMEY

Beef Broth by Lenox



Lenox China and Crystal are renowned the world over for superb quality and hand craftsmanship. Pattern shown: Blue Tree.

LENOX CHINA

TRENTON, N.J. 08605



Vogue Tip-Offs

CONTINUED FROM PAGE 64

vinegar, parsnips, shallots, dozens of fresh lemons, mineral water, honey, until I had a feeling of external and internal happiness. And some money in the bank. More fun than *Mary Hartman, Mary Hartman.*

★★★ From Parlor to Prison: An Oral History
Edited by Sherna Gluck (Vintage paperback). Courageous, marvelous, daring, amusing, involved, five ordinary women, aged from one hundred and four to seventy-nine, talked (in 1972-73) about their lives as suffragists before there was suffrage. (Several worked for birth control when the press and clergy and their friends wanted to jail them.) The five old women remembered details, emotions; all were lucid, sophisticated, articulate.

When I read or hear today's aggressive fighters against the Equal Rights Amendment, I know where they learned their strategies as defenders of the home and the integrity of the family. They were taught, as I read in this book, by the former President Grover Cleveland, writing in *The Ladies Home Journal,* May 1905. He thought that a woman's club (they were literary clubs) "directly menaces the integrity of our homes."

The women's clubs, then neither emancipated nor feminist, had other advantages. They got young women out of their parents' houses, leading in time to work as secretaries and in office jobs. To Edward Bok, the distinguished, foolish, and powerful editor of *The Ladies Home Journal,* these jobs were an unnatural activity that led, he said, to "nervous collapse."

That was the 1900's climate when Sylvie Thygeson, Jessie Haver Butler, Miriam Allen deFord, Laura Ellsworth Seiler, and Ernestine Hara Kettler set out to persuade men to let women vote.

Mrs. Thygeson never expected women's suffrage to give moral tone, to lessen corruption. She said: "I never had any illusions about women." Like dozens of other women, these five slogged hard along the way, married, had children (some went to prison or the work house), received no great acclaim, but won all the way: at last they voted in a national election. After that vicious struggle from 1848 to 1920, women ironically had the right to vote for James M. Cox or Warren G. Harding, a choice between zero and zilch.

★★ The Question of Max
By Amanda Cross (Knopf). As murderous as it is intellectual, *The Question of Max* has at its center an English professor of art history who cultivates his snobbery and brilliant elegance as though they were delphiniums. Ranged with him is his friend, a dilettante detective, a woman professor as erudite as hell who seemingly dresses out of boxes sent to missionaries. With these two as her axis, Amanda Cross has devised a case of murder and illegitimacy that moves around the Berkshires, Maine, and Britain's Oxford University.

Instead of dealing in dope, cement feet, and helter-skelter violence, Cross uses the stab of her wit to knock off other writers, a couple of intellectuals and to mention on the way Macaulay, Krishna, Laforgue, and, among others, Clarence Day and Hal in *Henry IV.* It takes a devious mind to follow Cross's devious footpaths, since everyone from the academic detective to the Maine police behaves as though schooled in *Vogue's Book of Etiquette.*

art

BY BARBARA ROSE

★★★ George Segal
The Baltimore Museum of Art, in conjunction with Philadelphia's Institute of Contemporary Art, currently has an exhibition organized by Suzanne Delehanty, director of the Institute.

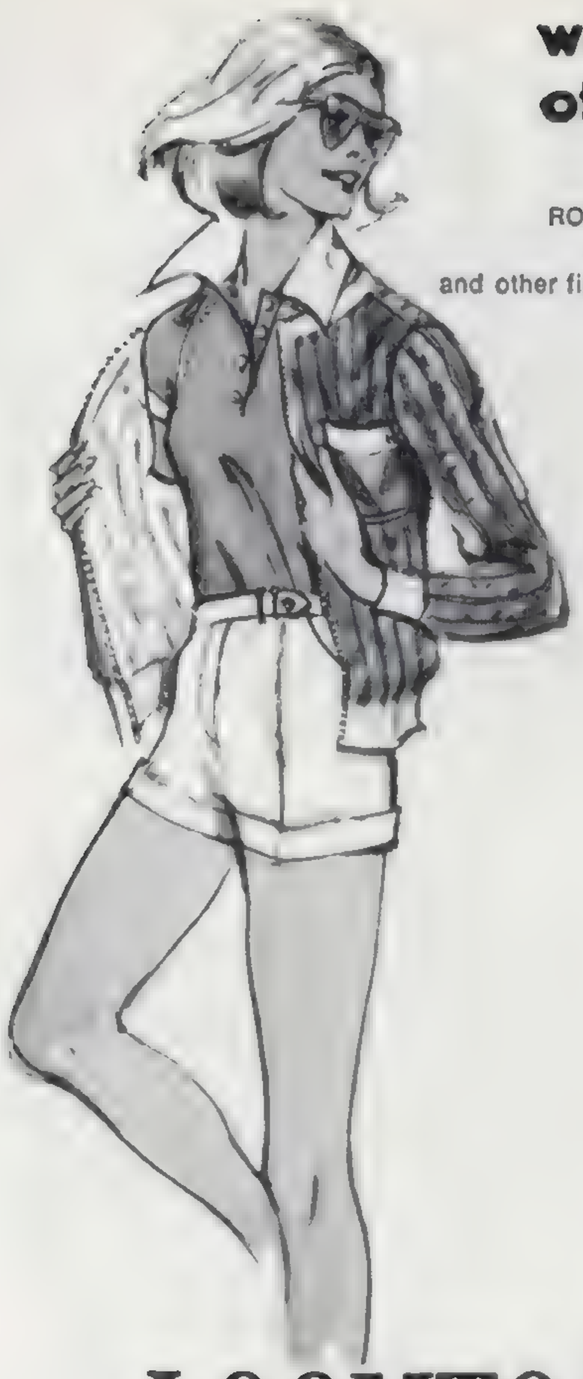
This inspiring show includes fourteen large-scale environmental works by Segal, lent by private collections as well as by museums throughout the country. These works, dating from 1962 to 1975, represent not only Segal's characteristic cast figures but also a slice of their reality.

Segal renders each "situation" immediately familiar and accessible to the viewer. The woman in a local butcher shop, a figure riding a bus, two men walking in Times Square—all have a sense of immediacy, the transitory nature of moment and place that Segal masterfully captures in plaster. An illustrated catalogue is available from the museum shops (through August 8).

★★★ André Masson, Pioneer Surrealist
A leader of the European artists who sought refuge from Hitler in America, French Surrealist André Masson was among the most stimulated by the climate of New York; his works were among

(Continued on page 68)


PHOT. ROCCO MANCINO ART. ANDREA CARDILE
CAPTURING THE SPIRIT NAHUALA OF ANCIENT MAYA
PARIS
NAHUALA LTD° PARIS U.S. REPRESENTATIVE: WYNELINE INTERNATIONAL 212.2471327 TRICOT GRAFFI®



we're the name of the game

NEIMAN-MARCUS, all stores;
ROBINSON'S OF FLORIDA, all stores;
JACOBSON'S, Jackson, Mich.;
and other fine stores and pro shops everywhere.

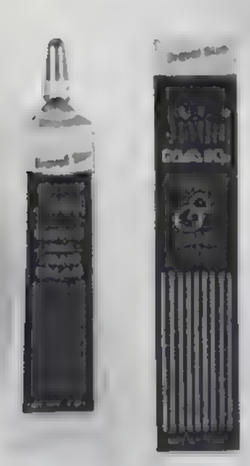
LOOMTOGS TENNIS WHITES

For information, write Loomtogs Customer Service
29 W. 38th St., New York 10018 ■ (212) 354-3600



Because A Woman's Hands Should Be As Soft As The Rest Of Her Skin

Living Nail Cuticle & Hand Cream . . . a new experience in hand care



Pretty nails, pretty hands. What's good for one is also good for the other. That's where **Living Nail Cuticle & Hand Cream** comes in. A special new beauty treatment, its concentrated, long-lasting formula contains rich proteins, lanolins and lubricants that absorb quickly into the skin, effectively adding precious moisture to dry, ragged cuticles and hands. The beautiful results: nails with a pearl-like luster, hands that are soft and silky smooth. **Living Nail Cuticle & Hand Cream.** Use it daily for the loveliest hands ever.

Convenient travel-size tube, 1 oz., 2.50. Large tube, 2¼ oz., 5.00. The Complete Nail-and-Hand Care Set—attractively packaged for gift-giving—includes the travel-size tube, the large tube, plus the famous Living Nail Hardener, 10.00.

Available at fine stores everywhere.
Bendyne Ltd., 150 Fifth Avenue, New York, N.Y. 10011 © 1976

Vogue Tip-Offs

CONTINUED FROM PAGE 66

those most influential on the emerging New York School.

This month (through August 17) New York's Museum of Modern Art offers the first complete and comprehensive review of Masson's work ever held in the United States. A historic survey of over eighty paintings and drawings, the retrospective show was assembled by William Rubin, director, Department of Painting and Sculpture; it is an exhaustive, in-depth record of the contribution of a pioneer Surrealist long appreciated by connoisseurs but hardly known to the general public in America.

An outstanding draftsman, Masson investigated "automatic" techniques—ways of permitting the hand automatically to record surprising images surfacing from the unconscious—in his refined, elegant drawings. Masson's emphasis on the surface quality of a painting (he experimented with painting in sand, for example) undoubtedly influenced New York School painters looking for techniques more sophisticated than those then employed by native American painters.

Of special interest to scholars and artists, the show can be enjoyed on many levels, not the least of which is the appeal of the paintings' considerable verve, wit, and energy.

★★Taxi Art

Also at New York's Museum of Modern Art, an exhibition of five newly designed taxicabs features prototypes for roomy, safe, well-designed public transport. The show (through September 9) initiated by Emilio Ambasz, brilliant young MOMA curator of design, is an instance of a museum acting as a catalyst for social progress. Persuading two American and two European car manufacturers to work on plans for taxis that could be comfortable as well as non-polluting, Ambasz has brought not only a major urban problem but its possible solution into the museum. His effort is a fascinating example of the potential of museums as socially responsive and responsible institutions.

The Taxi Project: Realistic Solutions for Today, as the show is named, makes one think twice—which is more than can be said about a lot of so-called "art" taking up museum space.

★★Ephemera from America's Yesterdays

Homage to the second century of Americana continues in Bicentennial exhibitions across the country. A collection that has been growing quietly, over the years, in the Department of Prints and Photographs at New York's Metropolitan Museum of Art is now being presented in a summer show organized by Janet S. Byrne, curator.

This charming exhibition (through August 15), as well as the Spring 1976 *Bulletin* of the Museum, celebrates *American Ephemera*—items never intended for anything more than the most transitory and, even in some cases, whimsical purposes that take on significance as memoirs of days past.

Theater tickets, candy wrappers, sheet music, valentines, children's report cards, playbills, boxtops, labels, currency, party invitations, political propaganda, cigar bands—a total of about 250 objects—make up a collection that spans the years 1765-1935. Things we save, things we stuff into pockets and handbags, memories of a moment . . . a picture of America quite apart from that of official chroniclers.

The acquisition by curator emeritus of prints A. Hyatt Mayor of the great Jefferson R. Burdick Collection of ephemera in the 1950's expanded the Museum's already large collection extensively, though many donors have added generously to this collection. In fact, the Museum collected its earliest objects of ephemera before the Department of Prints opened in 1917.

★★Thomas Hart Benton Murals

The New School for Social Research offers a Bicentennial gift to New York City—the sharing of its precious treasure of mural panels painted in 1931 by Thomas Hart Benton (through September 1).

Benton's first attempt at mural painting, *America Today*, consists of nine panels representing a selection of American scenarios, such as "City Activities with Dance Hall," "Instruments of Power," "Steel," "The South," and "Changing West I," among others. After studying the mural technique in Italy and France, Benton was presented with an offer to paint works for the first permanent home of the New School in New York. "I'll paint you a picture in tempera," Benton reportedly told Alvin Johnson, then president of the New School, "if you'll finance the eggs." A painter of Americana, Benton grasped the contemporary spirit of motion and change, overfilling the space with Michelangelesque figures drawn from popular culture and imagery. ▽



For delicious dessert recipe using Heublein's Grasshopper and Brandy Alexander, send 25¢ to P.O. Box 956 Dept GH6 Hartford, Conn. 06101. This offer expires December 31, 1976.

The Finest Collection Of Fragrances In America Is Found At

Jacqueline

PARURE

ROYAL DE RAUCH

Grain de Sable

HALSTON

carnet de bal

Jacomo

BAL à VERSAILLES

GUCCI

Coriandre

Schiaparelli

FATH

fracas

PHILIPPE VENET

habanita

Also Cosmetics

ORLANE
Ligne Integrale
CREME B21

LONGCILS
Boncza

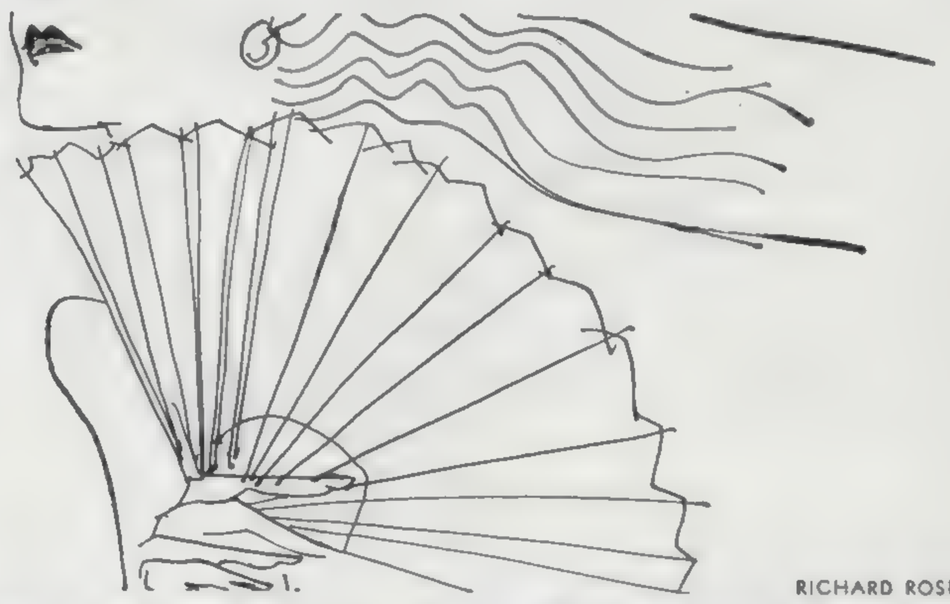
Jacqueline

ST. FRANCIS PERFUME SHOP

Since 1928
310 GEARY STREET SAN FRANCISCO, CA 94102
(415) 981-0858

By Lydia McClean

Playing it cool in hot weather—and vice versa: tips from a famous scientific laboratory



RICHARD ROSENFELD

"He is a great admirer of old-fashioned fans"

Why do some people flourish in hot weather, others wilt? Why do some people adore winter sports, while others hug the fire? Are there ways whereby more people can feel better and enjoy life more—whatever the weather or the season?

In search of clues, we visited the John B. Pierce Foundation Laboratory, in New Haven, Connecticut, internationally known for its studies of how humans adjust to the environment—particularly the thermal environment: i.e., heat and cold. Affiliated with the Yale University School of Medicine (though not actually part of it), the Pierce Laboratory also does research on air pollution, on the sensations of smell and taste, and on the mechanisms of fever.

At the Pierce Lab, as it's known locally, the scientific staff can produce heat waves, cold snaps, monsoon conditions, or practically any other kind of weather at will—thanks to specially-designed rooms in which the climate can be precisely controlled. We were given a guided tour of these rooms by Jan A. J. Stolwijk, Ph.D., associate director of the Pierce Laboratory, and also a professor in Yale's Department of Epidemiology and Public Health. In these rooms, crammed with all sorts of extraordinary equipment, large, muscular young men who look as though they were moonlighting from the Yale football team pedal vigorously on stationary bicycles, while their skin temperature, skin blood flow, respiration, sweating, heart action, and other bodily responses are measured and recorded.

"Whatever the thermal stress may be, the physically fit person can handle it better..."

What's being studied here is how the body's own heating, cooling, and air-conditioning systems work under a variety of conditions, some of them perfectly awful. And the word from the Lab, as reported by Dr. Stolwijk, is this: whatever the environment may be, whatever "thermal stress" one may be subjected to, the person who is physically fit can handle it better. . . . It's no accident that the person who enjoys skiing or jogging in the winter generally enjoys playing tennis or gardening energetically in the summer; is, in other words—physically at any rate—a man, or woman, for all seasons.

Here's how it works: physiologically, the body tries to maintain the temperature of the brain and internal organs at a constant 99° Fahrenheit. In a warm or hot environment, the body sends blood out to the skin's surface to be cooled by the evaporation of sweat. If this process is obstructed in some way—by high humidity, thick clothing, or whatever—the body temperature rises and still more blood is diverted to the skin—which isn't too efficient at returning blood to the heart.

If this goes on too long, symptoms of heat stress begin to appear: flushed face, blood "pooling" which causes swelling in the hands and feet, faintness. All are danger signals. And all are less apt to happen to physically fit people, who sweat more easily at a lower body temperature. . . . Dr. Stolwijk thinks women may have a special problem, because "they avoid sweating for social reasons. They've been taught from childhood that sweating is unladylike. When sweat glands are infrequently used, they require more internal demand to start working—and the body demands a higher blood flow before sweating begins. If you're not an effective sweater, your temperature must go higher. . . . Physical activity will make you a better sweater."

In winter, or in a cold environment, this whole process goes into reverse. The internal temperature may drop; then, the body tends to hoard blood in the head and trunk—reducing the supply to the hands and feet. But here again, physical fitness helps; people who exercise regularly have better circulation to the extremities, and are less apt to suffer from painful leg cramps, numb fingers and toes.

It's obvious that one's level of comfort or misery may be affected by many factors besides temperature: humidity, air velocity (drafts, breezes), sun or shade, amount and type of clothing worn, level of activity, to name a

(Continued on page 72)

I am quietly uncompromising.

My first inclination was: buy the best. I have, after all, never been disappointed with anything named L'Oréal.

I went with my second thought: do a bit of sleuthing. Look at the L'Oréal® Frosting Kit. And the other one. And see.

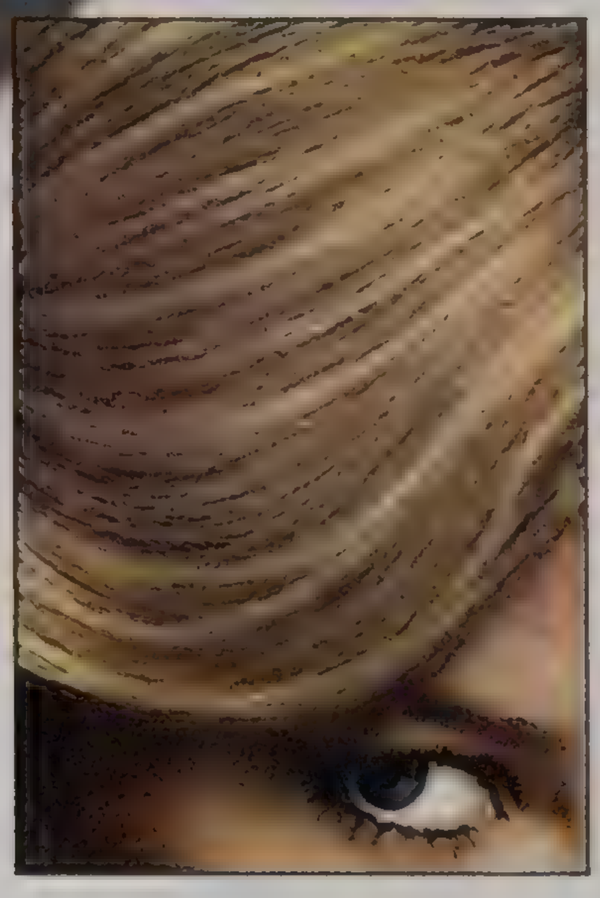
What I found were little differences that made a difference. L'Oréal's kit had a metal hair hook; the other, a plastic one. (What if it broke in the middle of everything?)

L'Oréal's cap seemed to have more frosting holes to pick from. To give me a more even frosting. And even a small detail I noticed—the L'Oréal instructions are bolder, easier to follow.

My best suspicions were confirmed. And reconfirmed when I saw my hair. Subtle streaks of color light it up. And I wish you could feel how soft it is. How alive it feels. Because those famous conditioners are in every step of the way.

Now how I feel shows. You see, in my own quiet way, I want to be noticed.

Because I'm worth it.





I chose L'Oréal Frosting.

L'ORÉAL®
Because you're worth it.™

© 1976 Cosmair, Inc

CONTINUED FROM PAGE 70

"In cold weather, layers of clothing make sense scientifically. They trap air and warmth, can be added to or removed. . . . In hot weather, avoid them."

few. . . . Some are so obvious they tend to get overlooked, in Dr. Stolwijk's opinion. For example: in hot weather there's a demand for more and more powerful (and power-costly) air conditioners to lower the temperature—whereas increasing the air velocity, with a fan or two, might help as much or more. Dr. Stolwijk is a great fan of fans. He particularly admires the old-fashioned ceiling fan one associates with Somerset Maugham novels: "a gentle air motion downward" can be a big help.

Whether you're in the sun or in the shade is important. In the sun, Dr. Stolwijk said, the "effective temperature" is 10° Fahrenheit higher than the actual air temperature, as far as your metabolic rate is concerned: "There's a direct energy from the sun that you absorb." White or light-colored clothes make "a huge difference—they reflect the solar radiation, while black and dark colors absorb it."

Though their knowledge of fashion might be described as cheerfully sketchy, the Pierce Lab scientists are tremendously interested in clothes, of all sizes and shapes. They see clothes as an important part of man's environment, even as one of his life-support systems—here on earth as well as on the moon—and for years they've been studying the question of "what to wear when" from a scientific point of view. . . . In 1941, A. P. Gagge, Ph.D., a Fellow at the Pierce Foundation, introduced a unit called the *clo* for measuring the actual insulating value of clothing. A clo value of 1.0 was assigned, for convenience, to a man's typical business suit ensemble of that time (heavier than it would be today). The correct clo value can be given to any garment for which the material and weight are known—for example, a pair of warm twill slacks, .44 clo; a bikini, .15 clo. These calculations are useful for planning what people will need to wear under different sets of conditions, and the Pierce's clo-measurement tables and studies have been used by NASA, the armed forces, the Federal Energy Administration (FEA), and many other groups.

Dr. Stolwijk's own advice on what-to-wear-when goes something like this: When it's cold, wear not only warmer clothes, but more layers of clothing. Layers—even thin layers—trap air and warmth, prevent body heat from escaping, can be added or removed to adjust to changes in the thermal environment. . . . In summer, quite the other way, avoid layering, and choose fabrics that are "permeable"—i.e., loosely woven, able to breathe. If something is densely woven, make sure it's loose fitting—"you want air changes near the skin."

Some like it . . . what?

According to scientists at the Pierce Laboratory, 65°–68° used to be the accepted thermostat setting in the wintertime in most American offices and homes. It has gradually risen to 72°–75°, mainly (the scientists think) because many people simply can't be bothered to dress warmly enough for the cooler environment. Yet, oddly enough, they often dress too warmly when the weather's hot. . . . A Pierce Lab study of office workers made over a period of months in 1974, at the request of the Federal Energy Administration (FEA), showed that "most of the subjects in the study, men and women between 25 and 70 years old, did not wear appropriate clothing" for the prevailing temperature. Although men's thermal sensitivity to heat is greater than women's, the men tended to wear 50 percent more clothing in summer than women. And while women (particularly younger ones) are more thermally sensitive to cold than men, "most women in the study wore clothing that was considerably lighter than recommended for cool winter temperatures."



Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Lighter in taste. Lower in tar.
And still offers up the
same quality that has
made Marlboro famous.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Apr.'76

IXTAPA
ON THE MEXICAN PACIFIC

Where the resort of the future

Ixtapa. Twenty-four miles of unspoiled natural beauty nestled between the clear turquoise waters of the Pacific and the towering Sierra Madre. Fringed by palms. Warmed by a climate where temperatures average a pleasant 80°. Scented by the aroma of lush tropical foliage.

Ixtapa. A new resort brought to life by the careful planning of Fonatur, creators of Cancún. A resort based on a unique master plan designed to provide modern conveniences, while it protects the natural environment and beauty of Ixtapa.

Ixtapa. Where you can luxuriate in accommodations as new as tomorrow, like the Aristos and El Presidente. Or relax in the comfort of charming tile-roofed hotels with the flavor of old













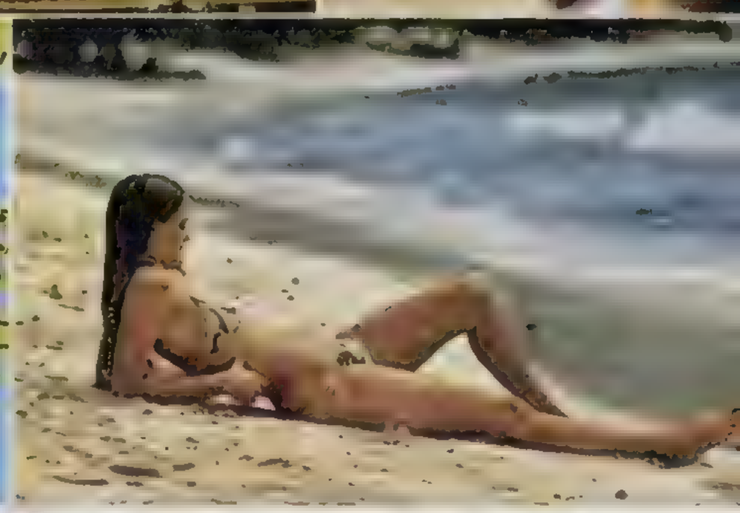












meets the Mexico of the past.

Mexico, like the Calpulli, Caracol, Catalina, Irma, and Sotavento.

Ixtapa. Where you'll find a modern jetport capable of handling even wide-bodied planes, only minutes away from the cobblestone streets of a Mexican village of the past.

Ixtapa. Where you can dine on authentic Mexican food, fresh fish or continental cuisine. Bask in the sun. Dance till dawn. Swim. Sail. Scuba or skin dive. Play tennis. Or golf on a Robert Trent Jones, Jr. course. (First 9 holes now open.)

Ixtapa. Where ten minutes will take you from a resort of the future to places of the past. Zihuatanejo—a charming Mexican fishing village. Or the open-air markets of Pueblo Viejo and Agua de Correa. There, you can watch native craftsmen work in ways that have remained unchanged for hundreds of years.

Ixtapa. Only about four hours away from Los Angeles and New York. Three and a half from Chicago. Two from Dallas or Houston. Half an hour from Mexico City. And a lifetime away from your everyday cares.

Ixtapa. Where the resort of the future meets the Mexico of the past.

For a vacation in Ixtapa, call your Travel Agent, Aeromexico, Mexicana Airlines — or write: The Ixtapa Information Bureau, 633 Third Avenue, New York, N.Y. 10017.

There she is again...

Dalton

Photograph: Ray Kellman



We recommend washing in

Woolite

For the clothes you care about

ROBERT-DAVID MORTON



Gideon Lewin

Tissue-weight Nomel[cm] and wool jersey. $100 each.

LORD & TAYLOR • LINTON'S • GARFINCKEL'S • LILLIE RUBIN • MAISON BLANCHE • L.S. AYRES & CO. • CHARLES A. STEVENS • JACOBSON'S
STIX, BAER & FULLER • MONTALDO'S • RAZOOK'S INC. • MISS JACKSON'S • JOSEPH MAGNIN • JOHN HOGAN • BULLOCK'S • CAROL & MARY

For additional stores, please check page 96.



by garé

Garé's very together turnout...absolute wearability with modern ease. The classic trench coat becomes the perfect covering for the softly-tailored trouser and vest. All in wool gabardine. To wear with the dash of a striped shirt in polyester. About $290.

Saks Fifth Avenue

Parisian Inc. ..... Birmingham, AL
Nordstrom Inc. ..... Fairbanks, AK
M. M. Cohn ..... Little Rock, AR
Robinson's ..... Los Angeles, CA
William Silva Inc. ..... San Francisco, CA
Miles N Miles Ladies Specialty Shop .....Sacramento, CA
G. Fox & Co. ..... Hartford, CT
Ethel Allan ..... Stamford, CT
Lewis & Thomas Saltz ..... Washington, DC
Kiralfy's ..... Columbus, GA
Kiralfy's ..... Macon, GA
Fine's ..... Savannah, GA
Evans Inc. ..... Chicago, IL
L. S. Ayres & Co. ..... Indianapolis, IN
Carol Lant ..... Newburgh, IN
Walker Bros. D G Co. ..... Wichita, KS
Byck Bros. & Co. Inc. ..... Louisville, KY
Selber Brothers Inc. ..... Shreveport, LA
Gertrude Frank ..... Brookline, MA
Bobbi Baker ..... Chestnut Hill, MA
Claire Dratch Inc. ..... Bethesda, MD
B. Siegel Company ..... Detroit, MI
Jackson Graves ..... Minneapolis, MN
Du Valls Inc. ..... Kansas City, MO
Famous-Barr ..... St. Louis, MO
Wolf Bros. ..... Omaha, NB
Elaine Ames ..... Englewood, NJ
Hahne & Company ..... Newark, NJ
Fish's ..... Albany, NY
Jenss Department Store ..... Amherst, NY
Up To Date Co. ..... Poughkeepsie, NY
Charlotte's West of Akron Inc. ..... Akron, OH
Gidding-Jenny ..... Cincinnati, OH
Higbee's ..... Cleveland, OH
Rikes ..... Dayton, OH
Balliet's ..... Oklahoma City, OK
The Junior Dress Shop ..... Harrisburg, PA
Nan Duskin ..... Philadelphia, PA
Linton's ..... Pittsburgh, PA
The Clothes Tree ..... Wyomissing, PA
Dorothy Williams ..... Providence, RI
Pickett's ..... Chattanooga, TN
M. M. Cohn ..... Memphis, TN
Grace's ..... Nashville, TN
Delann's Inc. ..... Dallas, TX
Esther Wolf, Inc. ..... Houston, TX
Frost Bros. ..... San Antonio, TX
Cameo Room * Z.C.M.I. ..... Salt Lake City, UT
Sarah Cohen ..... Norfolk, VA
La Vogue ..... Richmond, VA
Nordstrom Inc. ..... Seattle, WA
Finn's ..... Morgantown, WV
Hixon's ..... Milwaukee, WI

For other fine stores, write:
Garé Fashion Inc.
512 Seventh Avenue
New York, New York 10018



One great look deserves another! See us at: Famous-Barr, St. Louis; I. Magnin, San Francisco, Filene's, Boston; Marshall Field, Chicago; Abraham & Straus, N.Y.; Maison Blanche, New Orleans; Burdines, Miami, Ganto's, Detroit; Nordstrom's, Portland & Seattle; Bullocks North, Menlo Park

rafique

Rafique, Inc., 1407 Broadway, N.Y. 10018 • 221-1323

BEAUTY NOW

End-of-summer pick-me-ups



REYNOLDS ROLIES

Instant reviver for strained eyes—eyepads . . . to use as a compress when eyes feel tired. One we like . . . Looky Eyepads, *above,* with camomile-flower and rose-petal soothers, boric acid to clear irritation and redness from eyes. A box of three (each pad can be used 5 or 6 times). $4.25. . . . To order by mail from Ella Baché, Inc., 8 West 36th St., New York, N.Y. 10018.

1

2

3

MORE ABOUT . . . THE SUN AND YOUR SKIN

The more you know about sun and your skin, the better off your skin is going to be in the long run. (It's in the long run—i.e., *over the years*—that sun actually does its worst damage to skin.) Reddening of the skin is an immediate indication of too much sun, but according to Frank Panzarella, Ph.D., the biochemist-president of Doak Pharmacal, there are three other ways sun can damage skin—all of them cumulative, all of them undetectable until much later on when it's too late to do anything. . . . The triple-threat: . . . **1. Sun accelerates the aging process.** The normal loss of skin elasticity and formation of lines (that begin to develop as fatty tissue, elastic fiber, and collagen break down) speeds up in the presence of large doses of ultraviolet light. . . . **2. Ultraviolet light acts as a catalyst, causing a chemical change in skin's protein structure.** The result—deeply-wrinkled, leathery, weathered-looking skin. . . . **3. Heat as well as sun is responsible for rapid moisture loss** in the stratum corneum and that means one thing only—dry skin. What to do to prevent cumulative skin damage? Dr. Panzarella suggests using sunscreen not only on face but neck and hands, too, whenever going outdoors—you get sun just walking on the street. The best have PABA and titanium dioxide—together they act as a sun block allowing neither tan nor burn. One such block, Doak's Solar Cream Formula 405—until now available only to dermatologists—is a skin-color block that you blend in like makeup.

KEY TO FRESHER, CLEARER–LONGER-LASTING–MAKEUP:
Thin, sheer, loose powder always pressed on with a cotton ball–never rub... it smudges color. One to use at night for shine–loose frosted powder.

"Use a milder skin lotion in the morning than in the evening—there's no grime, no makeup to remove."

—De-Lan, facial expert at the Gil Ferrer salon, N.Y.



Good news for Omaha, Nebraskans: Cinandre cosmetics, sold only in their New York salon for the past year and a half, are now at Kat Moser's Nouvelle Eve shop, 413 South 11th St., Omaha. When Kat, above, asked André, Cinandre's owner, about carrying his line, he was excited. "I flew out to Omaha," he said. "I liked Kat's place . . . and the idea of having my makeup easily available to women who live in the Midwest."



ONE REASON FRENCHWOMEN HAVE BEAUTIFUL SKIN . . . they use extract-of-camomile—an old-fashioned French treatment that clears up acne inflammations, soothes sensitive and irritated skin. We found it—it's called Complexe Azulène—at Lulú Buras' Scientific Skin Care Institute, 7818 Maple St., New Orleans, La. 70118. A box of 10 ampules—40 days' of treatment, $12.50.

A WONDERLAND OF COLOR

Newest place to play with color—the giant new tester-unit installed on Bloomingdale's second floor . . . with every lipstick color, every shade of eye shadow and blush that Revlon makes. And they're yours—for experimenting.



THE MEN'S FRAGRANCE WOMEN LOVE. . . . on men . . . on themselves, right—Z-14, one of two new Halston fragrances—his first for men. The scent—truly Halston . . . clean, modern, uncomplicated. The bottle—in darkest brown, by Elsa Peretti, of course.

This month on...P.M. Pick-Up—50 minutes of massage plus 30 minutes in the steam cabinet for just $20 (another way to figure it—25¢ for each minute of treatment)–at the Elizabeth Arden Salon (New York only). To take advantage, book appointments after 1 P.M. 212 759-9400.

CONTINUED ON PAGE 82



This is the membership card to the famed Erno Laszlo Institute. The most beautiful women in the world have it. And they have made the Erno Laszlo program world famous.

You get this card after you meet with one of our Institute trained specialists and she determines your skincare needs and prescribes your personal beauty ritual.

It means your skin profile is recorded and filed at the Erno Laszlo Institute. And that you are entitled to its many privileges and special services. But most of all, it means you can buy Erno Laszlo products.

Meet with our Erno Laszlo specialist. Give yourself clean, beautiful skin.

At Bergdorf Goodman; I. Magnin; Neiman-Marcus and other selected fine stores across the country.

The Erno Laszlo Institute

10 East 53 Street
New York 10022.



Stainless sample. 50¢

Oneida Silversmiths, P.O. Box 1
Oneida, New York 13421

I enclose 50¢ for each beautiful Oneida stainless teaspoon checked.
Limit of one spoon per pattern.
Complete services at fine stores everywhere.

- ☐ American Colonial
- ☐ Dover
- ☐ Michelangelo
- ☐ Rembrandt
- ☐ Shelley
- ☐ Will 'O' Wisp

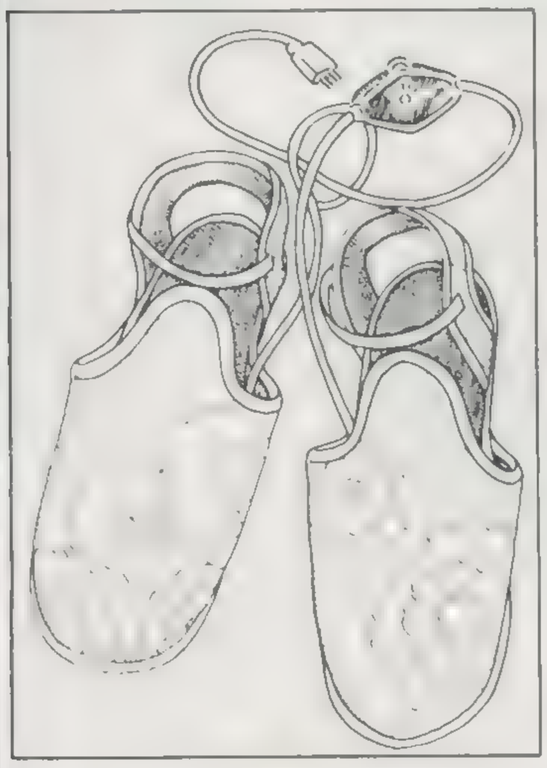
VG086

Name _____
(Please Print)
Address _____
City _____
State _____ Zip _____
Add sales tax for N.Y. & Calif. Offer valid only in U.S.A. and P.R. Expires 12/31/76

ONEIDA
The silver cube. Our silversmiths' mark of excellence.

FOOT-INGS

Salubrious treatment to remove calluses and corns . . . heating-pad feet—they soften skin. The ones sketched *below*, from Elizabeth Martony. To use: cream feet, slip into plastic bags, then into shoe-pads for 1 hour. Treatment at her Elizabeth Unger salon, New York, is $5 . . . or buy the shoe-pads ($30) to use at home.



Vogue BEAUTY NOW

CONTINUED FROM PAGE 80

6 DIET HELPERS

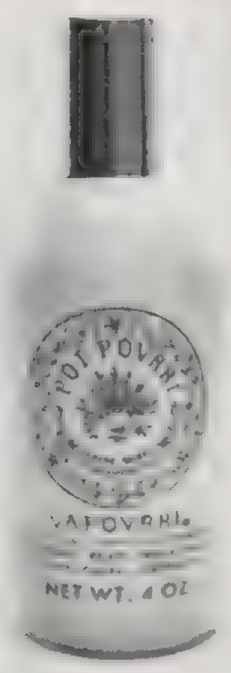
It's not so much the diet you're on, but the way you diet, says Sylvia Wallace, author of the much-talked-about novel The Fountains. Her tips. . . . 1. Use chopsticks—it takes longer, you eat less. . . . 2. When you're at home, serve directly from the kitchen—casseroles or serving platters left on the dining table make second helpings easy to reach. . . . 3. Use a small dinner plate—smaller portions seem less so. . . 4. In a restaurant, order a la carte only. . . . 5. Stop eating the moment you feel full—there should always be food left on your plate. . . . 6. To sidestep the obligation to overeat at a party, explain that you couldn't resist eating before leaving home. To avoid: admitting you're dieting.



Dieter's delight

If you've ever been on a diet, you've wished for this—the Korex Calcuweightor, *above* . . . a calorie-counting computer that weighs food, measures calories, records daily totals. For more, write Korex, 821 Malcolm Rd. Burlingame, Calif. 94010.

SUPER SCENT

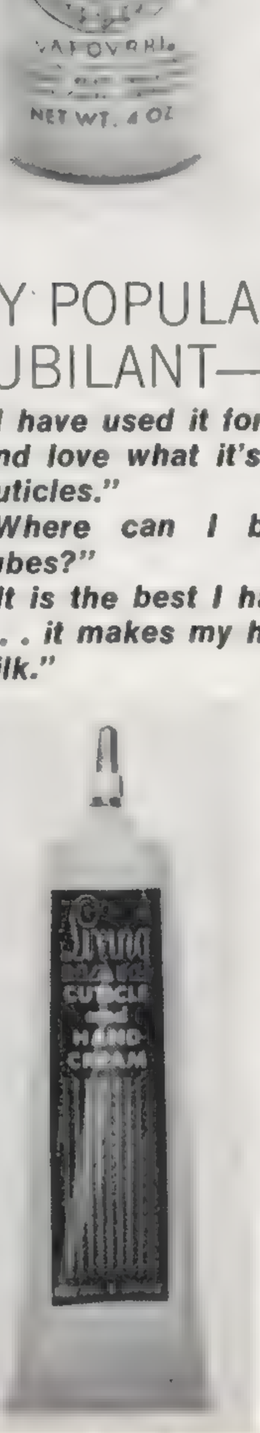


Instant scenter—potpourri spray—to use everywhere, anywhere—in closets, drawers . . . rooms. (Tip: easiest way to scent a room—while you're ironing. Spray scent on ironing board—as it warms, scent infuses the air . . . and your clothes.) The best one Claire Burke Pot Pourri Vapourri *(left)*, a scent-uous delight of rosebud, lavender, cardamom, and coriander. Claire Burke, Box 97, Charlottesville, Va. 22092.

BY POPULAR—AND JUBILANT—DEMAND

"I have used it for several days and love what it's done for my cuticles."
"Where can I buy a dozen tubes?"
"It is the best I have ever tried . . . it makes my hands feel like silk."



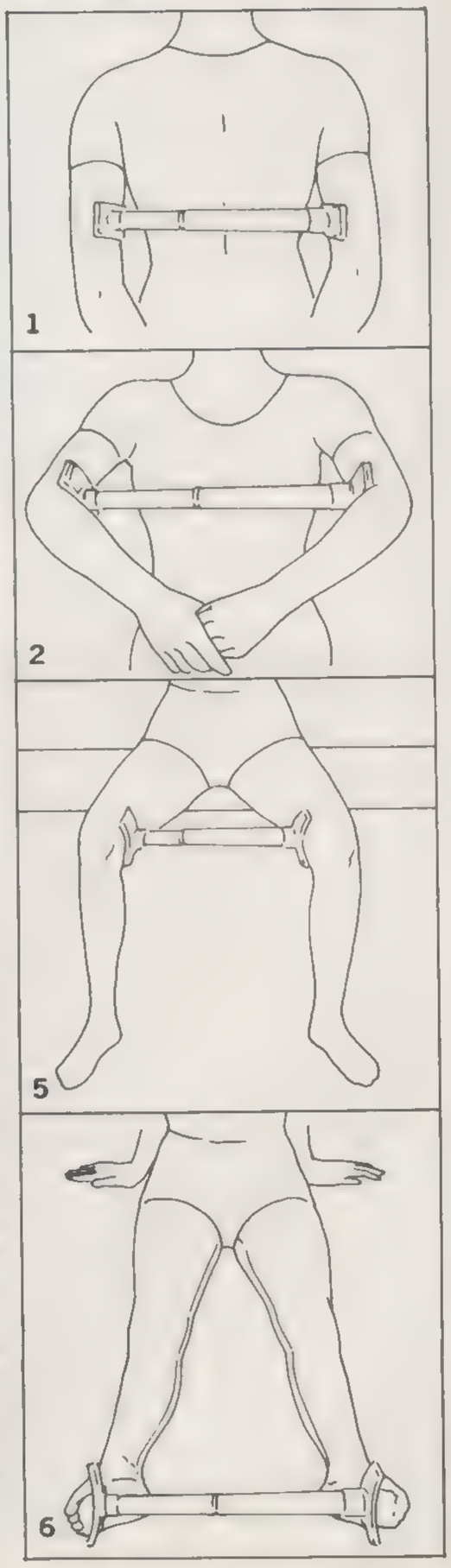


What everyone is talking about—and these are just a few of the letters that have crossed our desk—Bendyne's Living Nail Cuticle and Hand Cream, *left*. Bendyne's other product—a nail hardener called Living Nail *(above, right)* that helps prevent splits, breaks, peeling—gets the same rave reviews, we hear. A 10-month supply of Living Nail is $5. Bendyne, Ltd., 150 Fifth Avenue, New York, N.Y. 10011.

REYNOLDS ROLLES

Muscle resister-exerciser

Newest way to exercise: with a resistance-exerciser such as Estétix, a smooth white plastic, spring-action bar developed by a group of French kinestherapists for men and women. The method: To exercise, push ends of bar together; hold for a few seconds, then release. Do each exercise 4 or 5 times . . . but before you do—with this or any other apparatus—check with your doctor. . . . **1. Back.** . . . Place bar between arms behind your back just above elbows. Keep arms straight, hands locked together. Press, then release. . . . **2. Arms and pectorals.** . . . Put bar in front of you, between arms in the crease of elbows. Bend elbows and grasp hands as illustrated. Press, then release. . . . **3. Bust (not illustrated).** . . . Hold bar between hands, elbows at shoulder level. Press, then release. . . . **4. Abdomen (not illustrated).** . . . Lie on floor. Using both hands, hold one end of bar against stomach. Bring knee to other end. Push down, release. . . . **5. Thighs.** . . . Sit in a chair holding bar between thighs near knees. Bring knees as close together as you can, then release. . . . **6. Thighs and feet.** . . . Using arms to support you, sit on floor with legs straight in front of you, feet pointed out. Put bar between feet. Press, then release. To order write Delatex, S.A., 50-56 Ave. Vaillant, Couturier 94800, Villejuif, France.



EMANUEL SCHONGUT


the Eleanor Brenner environment
Eleanor Brenner, Inc., 498 Seventh Avenue
New York, N.Y. 10018 (212) 239-1150

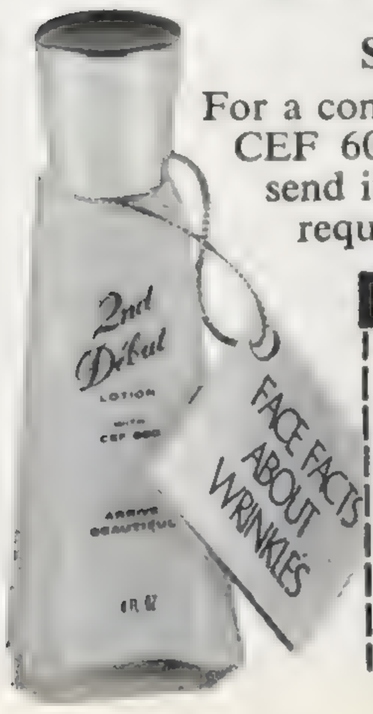


Helps lift faces to younger looking smoothness

Tell yourself it's true, because you may see it happen to you and nothing could bring you more happiness when it does. This cosmetic lift for faces should help give you the look you have desired desperately, the look so thoroughly ageless and unrevealing, your cleverest rival could not guess how old or young you really are. The experience and charm that makes a woman so intriguing should be in your face, but not all the harsh lines that unjustly announce the year in which you were born.

The principle of the cosmetic lift for faces is rational and simple. It offers the advantages of result—certainly without risk—no suffering, no heavy expense. Your lift is a 2 minute self-given application each night before retiring and each morning before make up. It is a moisturizing process that has proven successful in helping to fade the lines and wrinkles due to dry skin already there and retarding those that might otherwise be coming soon. Women of all ages, abroad and here, are enjoying the fruit of their cosmetic lifts regularly.

Your lift is in a bottle containing a non-oily, pleasantly scented emulsion named 2nd Debut®. You can get it in two potencies: 2nd Debut with double potency CEF 1200® for any age in a hurry. This is the pink 2nd Debut. The ivory colored CEF 600® 2nd Debut is for the woman with early lines. Either should help keep women looking younger . . . years longer. Both are sold by the better drug and department stores.



Special Introductory Offer

For a convincing trial size of 2nd Debut with CEF 600, please fill in coupon below and send it with 50¢ to 2nd Debut. All sample requests must be on coupon.

SEND NOW! Limit One Per Person

2nd Début Dept. VO-57 P.O. Box 268 Hampshire, Ill. 60140

Please send me a convincing trial supply of 2nd Debut with CEF 600. Enclose 50¢ to help cover cost of postage and handling.

NAME_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Offer Expires Jan. 1978. Allow 6 weeks for delivery.

Vogue Answers Your Beauty Questions

Makeup with a tan . . . sun-irritation . . . dangerous breathing

Q **I know that in summer when you're tan you should wear different makeup colors than you do in winter, but I'm not sure what these colors are. Could you tell me?**

A We put your question to Sandra Linter, makeup expert at Xavier Coiffures in New York. Her advice: When you're tan you need less makeup than you wear in winter. Don't wear base—a good moisturizer should be all you need. Use rose and plum colors on cheeks; never contour when you're tan. Keep eye color pale. Wear pastel-y bricks and mauves or soft khaki, for instance—khaki is the summer neutral. Stay away from anything smoky. One thing to do during summer months—eyelining. Eyes tend to get lost when you're tan if you don't. Never line lips, though. Keep mouth color in the clear red or toned-down pink families.

Q **After I have been in the sun the first few times, my skin turns red. I don't think it is sunburn because I really don't overdo, and it doesn't hurt the way sunburn does. What could be causing the redness?**

A If you're careful, as you say you are, then the redness could be attributed to one of three things: **1. Photosensitivity . . .** occasionally before skin has had a chance to tan, it becomes red because the sunscreen you've used photosensitizes skin surface. What this means is that while the screening agent protects skin from ultraviolet rays, it undergoes a chemical change in the presence of sun rays along another portion of the spectrum causing a reaction on skin wherever you have used the product. The reaction usually disappears as skin begins to tan and becomes less sensitive. . . . **2. Polymorphous light eruption . . .** sometimes areas exposed to sunlight develop a red, rash-like appearance that is aggravated by continued exposure to sun. The medical term for it is polymorphous light eruption. You could be allergic to the sun, in which case see a doctor who can prescribe medication to alleviate your allergy. Or the rash could be the result of heading into the sun directly after consuming an alcoholic beverage. . . . **3. Irritation . . .** after sunning, you could be using a lotion that is irritating your skin. Even if you don't normally have sensitive skin, after sunning most skin is. For that reason, every sun-care line has a body lotion formulated especially for after-sun use—i.e., it takes into account skin's delicate condition. One we think does the job—Germaine Monteil Super-Moist After Sun Soother.

Q **I am a woman of 35 who has exercised for 10 minutes every morning for the past 12 years or so. Recently, I have noticed that when doing sit-ups it is more difficult for me to breathe. I have never had a problem before. I always inhale as I come up, exhale down.**

A According to Willibald Nagler, M.D., chief physiatrist and associate professor of medicine at The New York Hospital-Cornell Medical Center: "When one comes up for flexion to strengthen abdominal muscles, it causes a decrease in the volume of the thoracic and abdominal cavity; the diaphragm is pushed upwards. If one breathes in when coming up, the diaphragm is pushed downward, and there is an increase in abdominal pressure." This pressure doesn't usually have any affect on us when we're younger, but as we get older it does and can cause irregularities in heartbeat. Change your breathing technique. Dr. Nagler suggests, "When coming up, breathe *out* in order to decrease pressure. Breathe *in* before and after rising."



The hairstyle

for your lifestyle

is in the beauty salon
at Lord & Taylor.
The Lord & Taylor woman
knows we create individual
and original
hair designs.

Lord & Taylor

Lord & Taylor, Fifth Avenue,
Manhasset, Westchester,
Millburn,
Ridgewood-Paramus,
Stamford, Washington-
Chevy Chase,
Falls Church,
Jenkintown,
Atlanta,
Houston,
Chicago

Hairstyle designed
by Suzanne and
John Chadwick



SW1...Outerwear to live in

The perfect poncho in one perfect size, charcoal grey with bands of color. (About $100.) Shown with SW1's basic soft cowl sweater, S, M, L. ($23.) The knickers in charcoal, S, M, L. (About $50.) Designed by Adrienne Vittadini.

SW1

Available in Contemporary Departments of these fine stores: New York: **LORD & TAYLOR.** Boston: **FILENE'S.** Philadelphia: **STRAWBRIDGE & CLOTHIER.** Washington, D.C.: **WOODWARD & LOTHROP.** Atlanta: **DAVISON'S.** Miami: **BURDINES.** Detroit: **J. L. HUDSON.** Cleveland: **HIGBEE CO.** Minneapolis: **DAYTON'S.** Houston: **FOLEY'S.** Los Angeles: **BULLOCK'S DOWNTOWN.** San Francisco: **I. MAGNIN.** **SW1,** A Division of **ROSANNA,** The Warnaco Group, 1410 Broadway, N.Y. 10018, 212/947-8876.

By Yvonne Young Tarr

How to celebrate the tomato season: garden-fresh recipes

EDITOR'S NOTE: *In August, America's garden tomatoes are—often literally—bursting with homegrown flavor. To keep them from dying on the vine or—even worse—being boringly sliced and tediously eaten, we're sneak-previewing a remarkable volume:* The Tomato Book *(Random House), by Yvonne Young Tarr. Expert gardener/cook Tarr tells how to raise, cook, and enjoy tomatoes, beginning with instructions for conditioning the soil and ending with inspiring recipes for tomatoes, both red and green. Below, some of our favorites; you'll have to wait till tomato-planting time and publication day next spring to try the others.*

Dill Weed and Tomato Soup

six servings

10 large ripe tomatoes
1 large onion, peeled and sliced
2 cloves garlic, peeled and minced
3 tablespoons butter
5 tablespoons flour
1½ tablespoons tomato paste
5 cups chicken stock
¾ cup heavy cream
4 tablespoons minced fresh dill
Salt and black pepper
Sour cream (optional)

Wash and core tomatoes. Set 2 aside; coarsely chop the rest without removing skins. Sauté onions and garlic in butter until onions are lightly browned. Stir in half the chopped tomatoes, cook over high heat for 3 minutes, stirring constantly. Remove saucepan from heat. Blend in flour until well incorporated, then mix in tomato paste and stock. Return soup to heat, bring to a boil. Lower heat, add remaining chopped tomatoes, and simmer for 15 minutes. Strain soup and stir in heavy cream.

Peel, seed, and chop reserved tomatoes, add to soup along with dill. Reheat over low flame, taking care not to boil. Season. Serve hot with dollops of sour cream, if desired.

Beery Tomato-Beef Soup

six servings

8 medium-size ripe tomatoes, peeled
1 cup flour
2 tablespoons butter
1 tablespoon vegetable oil
⅓ teaspoon dry mustard
¼ cup tightly packed light-brown sugar
2½ cups beer
2½ cups beef consommé
Garlic Croutons (see below)

Discard tops and slice tomatoes into thick slices. Dredge thoroughly in flour and fry in hot butter and oil until brown on one side. Sprinkle with sugar and dry mustard, then turn the slices and fry until brown on the other side. Pour in the beer and consommé, and stir until the soup thickens slightly. Break up any large pieces of tomato; serve hot over garlic croutons.

Garlic Croutons

three cups

12 slices leftover bread, with crusts trimmed
3 tablespoons each vegetable oil and butter
1 clove garlic, finely minced

Cut bread into small cubes. Add garlic to hot oil and butter, then stir in bread cubes, sauté to a golden brown. Cool before serving.

(Continued on page 89)

COPYRIGHT © 1977 BY YVONNE YOUNG TARR



This autumn why don't you consider a dress, suit, coat or costume, individually tailored to your own measurements in any one of hundreds of wonderful American or imported fabrics. Our representative, a pro in design and fashion, will collaborate with you chez-vous. You'll do it all at home in a relaxed atmosphere as many VIP wives have for over 40 years. If you agree, just drop us a line and we'll set up an appointment for you with our representative in your area. Shown here: our scarf dress in bordered cotton, 295.00.

Fabric by YVES GONNET

UTAH Tailoring

3088 Washington Blvd. Ogden, Utah 84401


DaRue of California, Inc.
ENSEMBLE FEATURED IN GREY WORSTED WOOL FLANNEL·SHORT-CUT TAILORED JACKET—$130.
GLAMOROUS WOOL SKIRT—$110. ASCOT, FRENCH-CUFFED SHIRT—$68.
BULLOCK'S WILSHIRE—ALL STORES • MARSHALL FIELD & COMPANY—ALL STORES • SAKOWITZ—ALL STORES
ALSO BETTER SPECIALTY STORES THROUGHOUT UNITED STATES, CANADA AND JAPAN
FOR INFORMATION, WRITE DA RUE OF CALIFORNIA, INC.—1812 SO. FLOWER ST., LOS ANGELES, CALIFORNIA 90015

CONTINUED FROM PAGE 87

Baked-Tomato Soup with Cream Cheese and Mint

six servings

6 medium-size ripe tomatoes, peeled, seeded, and chopped
2 small onions, peeled and finely chopped
1 cup chopped mushrooms
2 tablespoons butter
1½ tablespoons flour
2 teaspoons sugar
1 large clove garlic, peeled and minced
¼ teaspoon each dried basil, rosemary, and thyme
6 cups beef stock
3 ounces cream cheese, at room temperature
Salt and white pepper
1 tablespoon chopped fresh mint leaves
1 tablespoon minced fresh parsley

Place tomatoes in a lightly buttered casserole, cover, bake at 325° for 20 minutes. Meanwhile, sauté onions and mushrooms in butter until onions are soft, stirring occasionally. Blend in flour and sugar. Add garlic, basil, rosemary, and thyme. Pour in stock, bring to a boil, then add tomatoes. Cover, cook over low heat for 30 minutes. Combine cream cheese with salt and white pepper to taste. Use the back of a spoon to force the cream-cheese mixture through a fine sieve into the soup. Cook only long enough to heat through. Serve hot. Garnish each portion with mint and parsley.

South-of-the-Border Tomato-Oatmeal Soup

six servings

1 cup rolled oats
6 tablespoons butter
3 medium-size ripe tomatoes, peeled, seeded, and chopped
¾ teaspoon salt
1 medium-size onion, peeled and finely chopped
2 large cloves garlic, peeled and minced
5 cups chicken stock

In a heavy skillet, heat rolled oats, stirring frequently, until brown. Take care not to let them burn. Heat butter in a large saucepan, add tomatoes, onions, garlic, salt, and browned oats, then cover with stock. Bring mixture to a boil, cook for 8 minutes over medium heat. Serve hot.

Greek Tomato with Cabbage Soup

eight servings

1 large onion, peeled and finely chopped
⅓ cup olive oil
8 medium-size ripe tomatoes, peeled, seeded, and chopped
1 teaspoon sugar
9 cups chicken stock
1 medium-size head cabbage
5 ounces vermicelli, broken into pieces
Salt and black pepper

Sauté onion in oil until lightly browned. Stir in tomatoes, sugar, stock. Bring to a boil, cover, simmer over low heat 1½ hours. Meanwhile, pull tough outer leaves from cabbage, cut away core, shred cabbage finely. Add to soup along with vermicelli. Cook, stirring frequently, 15 minutes, or until vermicelli is tender. Season.

Italian Tomato and Sausage Soup

six servings

4 strips country-cured bacon, minced
1 medium-size onion, peeled and minced
6 ripe tomatoes, peeled, seeded, and diced
½ teaspoon sugar
1½ pounds sweet Italian sausage
8 cups beef stock
1 cup uncooked rice
1½ cups grated Parmesan cheese
4 tablespoons butter
2 tablespoons chopped fresh parsley
Salt and black pepper

Sauté bacon and onion in a large soup kettle until lightly browned. Add tomatoes, sprinkle with sugar, and cook 10 minutes or until the tomatoes are soft.

(Continued on page 94)



J.L. HUDSON, DETROIT · THE HECHT CO., WASHINGTON, D.C.
HESS'S, ALLENTOWN · MILES & MILES, SACRAMENTO · BATTLESTEIN'S, HOUSTON

Vogue HOROSCOPE

By Francesco Waldner FROM AUGUST 1–AUGUST 31



Robert Redford is a Leo, born on August 18, 1937. On his birthday this year, Venus, Mercury, and Mars will be transiting his natal Mercury and Neptune, providing a nice gathering of planets that combines art, love, and personal charm with energy, imagination, and the power to identify himself with the characters he plays: a good omen for the year ahead. Less positive are the periods from about November 15th–December 10th and February–March, 1977. As for all Leos during these times, prudence will be necessary not to be taken in by enticing proposals, promises, or illusions, even in financial matters. His success increases from April '77 on, with highlights in July or August.

Aries MARCH 21–APRIL 20

Steady, rather than spectacular, progress marks the month. Don't force the pace. Some advantages occur the first third of the month, bringing a probable gain through property or an extra task. Afterward, there will be nice, calm days. About the 25th, negative Mars-Mercury aspects begin; avoid conflicts and clear up misunderstandings at once. The best days for your emotional life are the 4th–6th and 23rd–24th. There may be a critical weekend on the 7th–8th or 21st–22nd, with circumstances out of your control. Try to stay neutral. Favorable days for appointments and encounters are the 9th–10th and 18th–20th. My advice: You can't be too careful about making the right decision in your private life.

Taurus APRIL 21–MAY 20

Possibilities are excellent for you to realize your plans. Mars brings a strong incentive to action and enterprise. Your private life, with love, friendships, and pleasant encounters, will be most positive. Use the good Moon aspects on the 7th–8th and 26th–27th for lovely days in your emotional life. For many, there will be a happy romance. August is a social month; entertain or go out on the 11th–12th and 21st–22nd, but don't neglect old friends. Less favorable days are the 9th–10th and 23rd–24th, when old problems may come up. My advice: If you plan an important change, first make sure it's really right for you.

Gemini MAY 21–JUNE 21

This is a somewhat critical month. A new association can be beneficial, but a love affair may cause you problems. Be prudent and calm on the 11th–12th and 26th–27th to overcome bad Moon aspects. One of your plans progresses quickly. Good news comes from abroad, together with an invitation. Financially, you can make an advantageous agreement. Try to get a verbal promise put into writing. Your best days to realize plans are the 1st, 9th–10th, and 28th–29th. Around the 25th, the whole situation will change for the better, so try to postpone really important matters until September. Saturn helps to steady your finances and social life. My advice: Favored are long-term plans, buying land, or building a house.

Cancer JUNE 22–JULY 22

August will be very social; new acquaintances, invitations, and travels bring great success. Make use of a good Venus influence to bolster your love life and to strengthen friendships. Promising days are the 2nd–3rd, 11th–12th, and 30th–31st. Those who took holidays earlier in the summer will find much work to cope with, but also the energy and high spirit to make the best of it. Don't make appointments or write important letters on the 1st or 13th–15th. The 28th–29th has its drawbacks, and be careful not to complicate the last ten days of the month. Stay elusive if asked about your plans for the near future. My advice: A remarkable person is very fond of you, but don't overestimate your power.

Leo JULY 23–AUGUST 23

The first and last weeks of the month offer many possibilities, and you can make the days in between colorful with travel and seeing old friends. You may overspend; but, if it gives you pleasure, it's money well spent. You have interesting people around you and great personal success. A stimulating encounter could become a sentimental link. Blissful hours occur on the 4th–6th and 13th–15th. Other favorable days for shopping, correspondence, and long-distance calls are the 1st, 18th–20th, and 28th–29th. A bit disappointing: the 2nd–4th, 16th–17th, and 30th–31st. My advice: Energize yourself in order to be fit for a lot of work in the fall. (Continued on page 92)

© 1976 Elizabeth Arden Salon

Elizabeth Arden Salon
717 North Michigan Ave. • 266-5750

11:00 Exercise, Ms. Beatrice
1:00 Hair, Ms. Brigitte
3:00 Make-up BUD KELLY

Hi! In Chi w Jim for his big Conference. Thanks to EA Salon here (and my many visits!) never looked and felt so good. Found the best of dresses at EA for that special evening. It's by OSCAR DE LA RENTA. In black w. silk crepe de chine top, velvet skirt slit up the front. The kind of sleek chic only Oscar can do!!! Learned some great new tricks from make-up pro here - especially w. EA CREATIVE COLORING PENCILS. Lots of neat new shades too. Check your Salon at home. See you soon
Love, S.

BEVERLY HILLS CHEVY CHASE CHICAGO CORAL GABLES


Looking great is what it's all about!
Elizabeth Arden Salon
FORT LAUDERDALE NEW YORK PALM BEACH PHOENIX SAN FRANCISCO SOUTHAMPTON SURFSIDE WASHINGTON D.C.

Colleen Gaudino's™ designs

THE ROADRUNNER®



Here, she wears the long skirt and appliqued T-shirt, both bound in native hemp from a group including shirts, skirts, pants, and ponchos, from 4 to 18 about $100.00 at better stores in the United States, Australia, and Canada.

THE ROADRUNNER a division of JaeKae Corporation, creating fashions coveted and collected by individualists around the world, 7507 E. Osborn, Scottsdale, Arizona 85251.

Vogue HOROSCOPE

Continued from page 90

Virgo AUGUST 24–SEPTEMBER 23

Now is an important period, with four planets passing your sign. Venus and Mercury make you most attractive and underline your personal charm, but be careful—there is also Mars. You are rather tense and show little patience with the people you must deal with. Avoid quarrels on the 4th–6th and 18th–20th, days with negative Moon aspects. Happy times will be the 7th–8th and 16th–17th. Don't insist on your point of view on the 11th–12th, or you will face opposition from the person you are interested in. The month brings good possibilities for you to settle questions and take a step forward. **My advice:** Your health has to be protected. Take long holidays and relax.

Libra SEPTEMBER 24–OCTOBER 23

Saturn gives you opportunities for long-term projects, major security and stability, and brings good developments at work. During the last week of the month, new plans will come up. Take this calm month to strengthen your health, perhaps to go to a lovely place to relax with friends. This is a positive period for lovers, with highlights on the 9th–10th and 18th–20th. Things will now go your way. A good rest will be the basis for much work next month. Don't get upset by small events on the 7th–8th and 21st–22nd which can't do you any harm. **My advice:** Don't overlook the good occasions and contacts the last days of the month will offer.

Scorpio OCTOBER 24–NOVEMBER 22

Much depends on your ability to overcome uncertainty and depressing moments. Your problems need time to be resolved, and impatience only makes things worse. From the 9th, a good Venus aspect prevails; even Mars and Mercury are on your side. Be positive and calm and put your finances in order. Avoid, for the time being, heavy expenditures. A neglected matter should now come to its end. Discuss your plans for the near future with a trustworthy, competent friend. Great days for love and friendship will be the 11th–12th and 21st–22nd. **My advice:** Be aware of little difficulties and gossip on the 9th–10th and 23rd–25th.

Sagittarius NOVEMBER 23–DECEMBER 21

Saturn's good influence strengthens your sense of responsibility, perseverance, and competence. An important task awaits you concerning long-term projects. Be diplomatic when talking to others and control your temper. Critical days are the 11th–12th and 26th–27th. Generally, the first and the last weeks of the month provide the best opportunities to reach an agreement. The same holds true for your sentimental life, and good Moon aspects prevail on the 13th–15th and 23rd–24th. Avoid discussions on the 18th–20th. **My advice:** With a negative Mars until the 24th, you must weigh your words carefully. If possible, plan to take time off in September.

Capricorn DECEMBER 22–JANUARY 20

Thanks to an excellent Venus influence, beginning about the 9th, you will have a great month for love and friendships. Other good aspects also promise a successful month. At work, one of your problems will end well, and you will make a wise decision about money. Things run smoothly, and you receive recognition and compliments from important people. Delightful days will be the 16th–17th and 25th–27th; less favorable are the 13th–15th and 28th–29th. A nice interlude or a rather important encounter could spark the month. **My advice:** Choose your company carefully. It would be a pity to spoil this wonderful period.

Aquarius JANUARY 21–FEBRUARY 18

The best part of the month is the really successful last week. Good news comes from abroad; you may realize an old plan, take a long trip, see friends, or renew business contacts. Your private life will run much more smoothly than in the past. Use wisely favorable Moon aspects on the 1st, 18th–20th, and 28th–29th. Small conflicts at the start of the month will soon come to an end. You may face some limitations to your plans; handle matters in a way that won't arouse criticism on the 2nd–4th, 16th–17th, and 30th–31st. **My advice:** Don't embark on uncertain business affairs, avoid risks, and stick to the law.

Pisces FEBRUARY 19–MARCH 20

Good Jupiter aspects protect you against financial losses and money problems, while Uranus brings new ideas and interests. You must cope with some opposition: arm yourself with great patience and the will to make the best of the situation. At times, things seem to be complicated. Be clearheaded and objective; don't let misunderstandings confuse your emotional life or be irritable on the 4th–6th and 18th–20th. Settle questions on the 2nd–4th, 21st–22nd, and 30th–31st, your very best days. **My advice:** Your health and nerves want some extra care. Avoid traveling until the 25th, and try to relax.

At the 1908 Claren County Fair, the gentlemen were baffled by the women's insatiable delight in the game of Blindman's Bluff.

You've come a long way, baby.

VIRGINIA SLIMS

With rich Virginia flavor women like.

Fashions: Paprika by Willi Smith

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

16 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Apr. '76



How to buy beautiful and unusual presents

from THE METROPOLITAN MUSEUM OF ART

Every three months—four times a year—the Museum will announce by mail remarkable new replicas—exact copies of Museum originals: sculpture, decorative objects, tableware, and ornaments.

The variety will be extraordinary: ancient jewelry in gold and silver; Oriental and European porcelain; early American glass in crystal and rare colors; bronze from Egypt, Greece, China, and the medieval world; silver, pewter, brass, and pottery from Colonial America.

These copies, often produced by the same techniques used for the originals, are made by artist-craftsmen working under the Museum's direct supervision. The care taken in production frequently limits the quantity, and the majority of replicas can be bought only by mail or at the Museum. (Above: Owl. Ptolemaic Period, 332–30 B.C. Cast stone, 4⅛" x 4¼", $12.50 plus $1.25 for shipping.)

To receive all of the advance announcements to be issued during the next year, send the coupon below with one dollar to cover mailing.

On September 1, you will receive the first of these, the 116-page Christmas Catalogue. A brilliant array of new presents includes jewelry with scarabs of lapis lazuli and rock crystal; a medieval ivory hand mirror; early American flowerpots; 19th-century glass in emerald, canary yellow and peacock blue; a silver brandy warmer and cordial tumblers; a rare French coffee cup; a *quiche* dish; *art nouveau* placemats; stars, snowflakes, hearts, bells and a treetop ornament in gold and silver; a silk scarf with Chinese butterflies and another with flowers from a Persian garden; a collection of Museum needlework patterns and a new cookbook, *To the Queen's Taste*. In addition, there is an unparalleled selection of Christmas cards.

THE METROPOLITAN MUSEUM OF ART

255 Gracie Station, New York 10028 ICH6

Please send me all advance announcements and catalogues of replicas to be issued by the Museum during the next 12 months. One dollar to cover mailing costs is enclosed.

NAME_____

ADDRESS_____

_____ ZIP_____

CONTINUED FROM PAGE 89

Meanwhile, in a separate skillet over medium-high heat, cook sausages in water to cover for 15 minutes. Drain sausages, cut into 1-inch pieces. Add sausages and stock to soup kettle. Bring mixture to a rolling boil, stir in rice. Cook, covered, over medium heat until rice is tender, adding additional stock or water if needed. Remove from heat, stir in cheese, butter, and parsley. Season. Serve hot with extra Parmesan.

Pennsylvania Dutch Tomatoes in Cream Sauce

six servings

6 medium-size ripe tomatoes
1 cup flour
3 tablespoons each butter and vegetable oil
⅓ cup tightly packed light-brown sugar
½ teaspoon powdered marjoram
1 cup heavy cream
Salt and black pepper

Cut off and discard tops and bottoms and slice each tomato into 3 fairly thick slices. Dredge thoroughly in flour. Heat half the oil and butter in each of 2 large skillets. While tomato slices are browning on one side, sprinkle the other with sugar (about ¼ teaspoon on each).

Turn slices carefully. Fry 3 to 4 minutes, sprinkle with marjoram, and pour ½ cup cream into each skillet. Lower heat, cook several minutes longer. Arrange slices on a heated platter and spoon sauce over, then sprinkle with salt and pepper, serve.

Tomato Tempura

six servings

1 egg
1 cup flour
4 very firm, medium-size slightly underripe tomatoes
4 green tomatoes
24 butterflied shrimp or scallops (optional)
Vegetable oil for deep-frying

Beat the egg and 1 cup water together. Add flour, 1 tablespoon at a time, stirring up and over with chopsticks (or a spoon). Do not overmix. The batter should be lumpy.

Cut tomatoes into eighths, discard all the seeds and drain pieces well on paper towels. Dip tomato pieces in batter, drain off excess, and fry one piece at a time in deep hot oil (350° to 370°), until golden brown. This will take about 2 minutes. Drain on paper towels, serve immediately. Seafood may be prepared in the same fashion as tomatoes.

Tomato and Swiss-Cheese Omelet

three small servings

1½ tablespoons butter plus 1 teaspoon
2 medium-size ripe tomatoes, peeled, seeded, and chopped
¼ teaspoon sugar
1 tablespoon minced fresh basil
5 eggs
½ cup ¼-inch cubes Swiss cheese
Salt and black pepper

Heat 1½ tablespoons butter, add tomatoes. Sprinkle with sugar and basil, cook until tomatoes give up their liquid. Keep mixture hot.

Prepare omelet: Beat eggs and 2 tablespoons water together; season. Heat 1 teaspoon butter to sizzling in an omelet pan or skillet over medium flame. Quickly pour in egg mixture and rapidly stir with a fork in a circular motion, lifting cooked part of omelet so that any uncooked egg runs underneath.

As soon as eggs are set on the bottom but still soft and creamy on top, spread tomato mixture over center and top with some cheese cubes; the cubes should be small enough to melt just a bit while the omelet finishes cooking. Press the pan handle down and let omelet slide toward you and halfway up side of pan. Immediately flip omelet over toward

(Continued on page 96)

The Jaguar V-12 sedan. Built without compromise to perform without equal.



Performance in a motorcar is the sum of many diverse parts operating in harmony, with no one part outweighing the others. This seldom happens, even in luxury cars.

It happens, spectacularly, in the Jaguar XJ12.

The first thing that will strike you about this very quiet engine is the satisfying surge of power the short-stroke, wide-piston, fuel-injected, aluminum-alloy V-12 produces at any speed. And the Bosch/Lucas electronic fuel injection plus electronic ignition contribute significantly to the efficiency and reliability of the car.

Uncompromising in its performance, the Jaguar sedan handles like a sports car. It has independent suspension and power disc brakes on all four wheels and power assisted rack and pinion steering. Automatic transmission is standard.

Inside, the car is profoundly luxurious. Here is a world of real burled walnut, soft leathers, thermostatically-controlled air-conditioning and AM/FM radio, 8-track tape deck and stereophonic speakers, all standard.

And to add to the pleasure of owning this uncompromising car, Jaguar has created a new warranty. For 12 months, regardless of mileage, Jaguar will replace or repair any part of the car that is defective or that simply wears out, provided only that the car is properly maintained. The only exceptions are the tires, which are warranted by the tire manufacturer, and spark plugs and filters, which are routine replacement items. Even then, if they are defective, Jaguar will pay to replace them.

In all the world, there is only one XJ12. Drive this uncompromising motorcar soon. For the name of the Jaguar dealer nearest you, call these numbers toll-free: (800) 447-4700, or, in Illinois, (800) 322-4400. British Leyland Motors Inc., Leonia, New Jersey 07605.

BRITISH LEYLAND

Jaguar





Protect and preserve them in handsome VOGUE Library Cases, especially designed to hold a year's issues (12). Made of durable, washable Venetian Red simulated leather, with 16-K gold embossed lettering, VOGUE Library Cases measure 12¾" by 10" by 3¾", and cost $4.95 each (3 for $14.00; 6 for $24.00). Postage-paid and satisfaction guaranteed!

Order directly from
VOGUE
P.O. Box 5120
Philadelphia, Pa. 19141

Allow 4 weeks for delivery.
(U.S.A. orders only)

CONTINUED FROM PAGE 94

the center of the pan, tilt pan in the opposite direction and let the omelet slip out of the pan on the side away from the handle, right onto a waiting plate.

Madras Tomato-Egg Curry

six servings

1½ cups uncooked rice
2 onions, peeled and coarsely chopped
2 small garlic cloves, peeled and crushed
3 tablespoons butter
2½ teaspoons curry powder
5 large ripe tomatoes, peeled, seeded, and chopped
2 tablespoons tomato paste
2½ cups chicken stock
1½ tablespoons sugar
2½ tablespoons flour
6-8 hard-cooked eggs

Cook rice according to package directions. Sauté onions and garlic in butter 3 to 4 minutes. Stir in curry powder, cook 3 minutes more. Add tomatoes, tomato paste, chicken stock, sugar, then lower heat, simmer mixture 10 minutes. Mix flour and ½ cup water together, stir into curry mixture until slightly thickened. Slice one egg per portion, add to curry, cooking only to heat. Serve over rice.

Sweet Stewed Tomatoes, Queen Victoria

six servings

12 good-size very ripe tomatoes
8 tablespoons sugar
Salt
Butter
Black pepper

Dip tomatoes in scalding water and pull off the skins. Cut tomatoes into eighths, sprinkle with sugar and arrange in a well-buttered 9" x 13" glass baking dish. Bake at 500° for about 45 minutes or until the sugar and tomato juices have been reduced to a syrup. Salt to taste and serve immediately, dotted with butter and sprinkled generously with pepper.

Fried Tomatoes with Cheese

six servings

4 tablespoons butter
6 large ripe tomatoes, cut in ½-inch slices
Salt and black pepper
Flour
Grated Cheddar Cheese
Buttered Toast Points:
12 slices white bread
Softened butter

Heat butter in a large skillet. Season tomato slices, then dredge each slice in flour, shaking off any excess. Fry in the hot butter until light brown on both sides, turning once. Drain the tomatoes briefly on paper towels.

Meanwhile, prepare Buttered Toast Points: Toast bread slices to desired degree of doneness; trim crusts and cut into rounds. Spread toast rounds with soft butter and arrange one tomato slice on each toast round. Top each with grated cheese, slide under the broiler for 2 minutes, and serve immediately.

Tomatoes Anna

six servings

5 large firm tomatoes, thinly sliced
9 hard-cooked eggs, sliced
¾ cup mayonnaise
1 tablespoon each minced fresh basil and chives

Arrange tomato slices attractively on a large serving platter. Chill well and pour off any accumulated juice. Top with a layer of sliced eggs. Spread with mayonnaise as you would ice a cake. Garnish with basil and chives. Serve cold.

The ROBERT-DAVID MORTON fashions appearing on page 77 are also available at these fine stores:

Gus Mayer	Birmingham, AL
Cele Peterson	Tucson, AZ
Modern Eve Inc.	Napa, CA
Gene Burton Inc.	Pasadena, CA
Modern Eve Inc.	San Rafael, CA
Wessel's Inc.	Sierra Madre, CA
Polly's	Van Nuys, CA
Nora Zandre	New Canaan, CT
Kramer's	New Haven, CT
Nora Zandre	Orange, CT
Lora Long	Westport, CT
Finkel's	Wilmington, DE
Mary's Corner Shop	Pensacola, FL
Nettie Milgrim Inc.	Pompano Beach, FL
Fine's	Savannah, GA
Carroll's	Boise, ID
Aimee Inc.	Barrington, IL
Beatrice Dorsey Inc.	Dundee, IL
Seders	Flossmoor, IL
John Stevens	Highland Park, IL
Aimee Inc.	Lake Forest, IL
Ruth Jones Town & Country	River Forest, IL
Bertie Del Lago	Wilmette, IL
Aimee Inc.	Winnetka, IL
Fashion Bazaar	Des Moines, IA
Lewin's	Wichita, KS
The Loom & Needle Shop	Lexington, KY
Hytken's	Louisville, KY
Octavia Inc	Baltimore, MD
The Clothes Line Inc.	Towson, MD
Town & Country Inc.	Belmont, MA
Charles Sumner	Boston, MA
Cyreld	Brookline, MA
The Duddery Inc.	Grand Rapids, MI
Jackson Graves	Minneapolis, MN
Frank Murphy	St. Paul, MN
Nebraska Clothing Co.	Omaha, NB
Elaine Ames	Englewood, NJ
Lillian Albus	Haddonfield, NJ
Shirleys	Irvington, NJ
Stacy Shops	Lawrenceville, NJ
Chez Mode	Milburn, NJ
The Mademoiselle Shop	Westfield, NJ
W. E. Walsh & Sons	Albany, NY
Tegler's Inc	Buffalo, NY
Jaynee Apparel	Flushing, NY
The Imperial	Schenectady, NY
Edythe's for Elegance	Spring Valley, NY
The Addis Co.	Syracuse, NY
L. A. Schulman Inc	White Plains, NY
Milgrims	Beachwood, OH
Peggy Fisher	Cleveland, OH
Carriage Trade	Cincinnati, OH
Carriage Trade	Dayton, OH
Jean Lee	Ardmore, OK
Jean Chess	Bala Cynwyd, PA
Miller's	Charleroi, PA
Edith Meiser	Erie, PA
Deisroth's	Hazleton, PA
Holland-Moritz	Pottstown, PA
The Heather Shop Inc.	Reading, PA
Joseph The Furrier	Scranton, PA
Hal Lewis, Inc	Washington, PA
The Clothes Tree	Wyomissing, PA
Ida Leach Inc	Cranston, RI
Grace's	Nashville, TN
Julian Gold, Inc.	Corpus Christi, TX
Glass Apparel Shop	El Paso, TX
Julian Gold, Inc.	Midland, TX
Julian Gold, Inc.	San Antonio, TX
The Naivette Shop	Norfolk, VA
The Naivette Shop	Virginia Beach, VA
Zita's	Milwaukee, WI
The Parrot Cage	Neenah, WI
Peg Bradley Shop	Whitefish Bay, WI

Why you chic little sheik you!

A diamond is for now.

Ship'n Shore®



Your kind of feeling.
Your way of looking.

Sensuous to your toes. In the silky striped Qiana® nylon tunic gliding over Qiana easy pants. Yes, now Ship'n Shore brings you Qiana everything. To layer. To live in. To love. Sizes 8 to 18. The tunic, $28. The easy pants, $24.

Prices slightly higher west of the Rockies.
©Ship 'n Shore® 1976

Vogue Travel — By Despina Messinesi

How Spain's changed; slick new places to eat, shop, stay... an update on treasured sights

On a recent swing through Spain—in and around the city of Madrid, north to the Pyrenees ski world, and offshore to the island of Mallorca—I anticipated the historic treasure places; but what enchanted me most were things people had never told me about. Spaniards, passionate about preserving their past glories, succeed remarkably in adding new ones without bothering to boast.

Historic charmers look like new faces

In the old part of Madrid, its cobbled streets lighted by romantic lanterns, noble seventeenth-century houses with balconies as fine as black Chantilly lace remain blissfully preserved. But, underground, Madrid jumps into the 'seventies with new tunnels for car traffic.

The statue of Columbus that for years stood at the end of Castellana, an animated tree-lined avenue, now stands to one side, circled in a flowering park. A cover-up for a new underground garage, taxi stand, and terminal for airport buses, the park, when completed *manaña*, will have a cinema, shops, and restaurants.

Beneath a new overpass (people-walk linking two parallel streets, Serrano and Castellana) is an open-air sculpture museum. In this midtown concrete retreat, a cascading fountain skillfully drowns out city sounds.

Madrileños love their new Madrid-Chamartín Railroad Station that looks and functions slick as an air terminal with luggage carousels and lounges near train gates. The overnight Madrid-to-Paris run is a favorite, bypassing a night's lodging in a hotel and saving precious daytime hours.

With a vigorous scrub-up going on all over town, Madrid buildings almost look like copies of their original selves. Against dark-green gardens by day, or backed by a luminous night-blue sky, the neoclassic Royal Palace looks alabaster-white and spectacularly new. The perennially glossy Hotel Ritz and its vis-à-vis partner, the large Palace Hotel—both the color of white china after their recent scrub—have been completely done over inside: new bathrooms, air conditioning, rugs. But Angel, the Ritz's celebrated concierge, remains happily unchanged.

The great Prado museum, with its masterpieces, has begun a drastic two-year fix-up: new lighting, air conditioning, etc. During the overhaul, certain galleries may be off limits; until October, the Dutch School and Rembrandt rooms are closed. Check at the museum's information desk for up-to-date news.

In a charming corner of the vast Retiro park (near the Ritz and the Prado), the beguiling Crystal Palace, used for exhibitions, has shiny, new bonbon-pink-and-blue mosiac trim on fan-shaped window-walls; and, close by the skyscraper Plaza de España, a fourth-century B.C. Egyptian temple, rescued from the Aswan Dam site and rebuilt stone by stone, overlooks all Madrid.

Aerial tram cars lift travelers over the west part of Madrid to Casa de Campo, those acres of wooded park known as the "lungs of Madrid." Here, the zoo sports a brand-new habitat plus an amusement park.

Late at night, whooshing sea sounds in your ears are not hallucinations but the hosing-down of Madrid. Street cleaners handle their powerful hoses as smoothly as cowboy lassos. In the daytime, armies of gardeners water constantly, tend flowers lovingly.

Push-button for comfort in space-age Madrid

As Madrid expands, the center shifts. The Museum of Contemporary Art has just moved into a grey marble building on the vast grounds of University City. Among its permanent treasures: an early Picasso painting of a wistful girl at a window.

The vast Eurobuilding Hotel's two towers—a short one holding only suites; a tall, tall one with standard guest rooms—are linked by a covered shopping mall, a terrace pool open to sky and sun.

Villa Magna, a glorious new hotel on Castellana, stands in the center of midtown. It has everything going for it: elegance—Jansen, the Paris decorator, designed the interiors; luxury—thoughtful service, push-buttons to summon maids; comforts—tinted double windowpanes, extra-long bathtubs, beds with linen sheets, plug-in telephones, an underground garage. In its excellent Rue Royale restaurant: Limoges service plates.

The courtyard of the Villa Magna leads to the uptown—and upgraded—branch of the department store Sears, on Serrano Street, a chic shopping area, and to the Banco Hispano Americano, which is housed in a startlingly modern building. Under-

(Continued on page 100)

TO EYE AND TO EAT . . .







Right: Among chic Madrid boutiques, butcher shop displays suckling pigs. Above, two easy day-trips from Madrid: Aranjuez—strawberry stalls, left—and Segovia—spired cathedral, right. More on such trips, page 154.



Friendly Faces Nearby Places



Mexico's close enough to your home to visit often. And the more often you come the more likely you are to find a warm and welcoming abrazo. That's because you'll make close friends among the smiling people. You'll enjoy nearby Baja California, Cancun, Cozumel, Guadalajara, Mazatlan, Merida, Mexico City or Puerto Vallarta. Some are colonial, some pre-Columbian, some chicly modern. Each is different but each shares in extending the traditional Mexican hospitality. Take worldly Acapulco. Its sun smiles like a friendly face, every sea breeze caresses you, the waters bestow a gentle kiss. It's a place for elegant restaurants, informal beach parties, where the nights shall be filled with music. Friendly people welcome you to the oldest culture in America. It's nearby, still your best buy. Come see us soon.

See your ASTA Travel Agent or mail coupon to V-8-76

MEXICAN NATIONAL TOURIST COUNCIL
9701 Wilshire Blvd.— Suite 1110
Beverly Hills, Calif. 90212

Name _____

Address _____

City _____ State or Province _____ Zip _____

Mexican National Tourist Council

ASTA

MEXICO

VOGUE to GO:

Please check the brochures you would like to receive and return this column to VOGUE, Department TPO8, Box 3374, N.Y., N.Y. 10017, BEFORE DECEMBER 1, 1976.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

WHERE to GO:

311 ☐ MADRID, SPAIN—travel information from the Spanish National Tourist Organization

312 ☐ AVILA, SPAIN—an inexhaustible hunting ground for historians and tourists

313 ☐ THE SPANISH PYRENEES—the renowned ski resort, Baqueira/Beret

314 ☐ MALLORCA—one of the beautiful Balearic Islands off the coast of Spain

501 ☐ CANCÚN, MEXICO—new Caribbean resort off Mexico's fabulous Yucatán

507 ☐ IXTAPA—brand-new resort on Mexico's Pacific Coast

315 ☐ ACAPULCO, MEXICO—travel information from the Mexican National Tourist Office

STAYPLACES in SPAIN:

828 ☐ VILLA MAGNA—hotel with personalized service and an elegant atmosphere in the heart of Madrid

829 ☐ HOTEL VICTORIA/HOTEL FENIX—Mallorca's famed sister hotels

HOW to GET THERE:

616 ☐ IBERIA—SPAIN '76—ONE AND TWO WEEK TOURS ORGANIZED BY THE SPANISH AIRLINE

SUNSPOT:

823 ☐ LA COSTA RESORT AND SPA, RANCHO LA COSTA, CALIFORNIA



Vogue Travel

CONTINUED FROM PAGE 98

ground drive-in banking services in the center of town.

On and around Serrano Street you find the internationally-known boutiques: Cacharel, Courrèges, Céline, Ted Lapidus, Hermès, Ungaro, Yves Saint Laurent, Dunhill, Tres Zetas (mainly imports), plus Loewe's, Spain's great leather-goods store. Imports here generally cost less than in America. Celso Garcia, a small department store, often has good buys. At Serrano 56, hole-in-the-wall Santa, famous for chocolates.

For a panoramic view of Spanish handcrafts, definitely go to Artespaña, across from the Palace Hotel. Wonderful leather chairs, trunks with nailheads, dishes, pottery, baskets, toys, silver, and iron headboards. Everything packed, shipped.

Casa & Jardin (Padilla 21), an imaginative decorator's shop, has fascinating pewter ranging from small boxes to lamp bases, goblets, candlesticks—all handmade in the ravishing walled town of Pedraza, twenty minutes northeast of Segovia.

In high, dry Madrid, deep-sea food

Don't let the idea of late Spanish hours get you down. You will soon adjust, may even turn up late for a nine-thirty dinner. Spanish food is delicious; choose vegetables and fruits in season. Drink bottled water; when you order, *sin gas* means still, no bubbles; *con gas* means sparkling.

In this high, inland city, fish and crustaceans are—amazingly—superb.

El Pescador and La Trainera, two fish restaurants well-known to gourmets, are crammed and lively. Broiled sea snails so small you pick the meat with a pin. Informal, not expensive, delicious.

For quiet, serious eating in a sedate dining room, try Horno de Santa Teresa. Everything here is baked: baked hake, baked lamb plus "a few liberties." Not inexpensive; all tables reserved.

St. James, an attractive new restaurant, specializes in rice dishes. Try *arroz abanda*, rice with shrimp and turbot, plus a good salad. Expensive.

La Corralada, a cozy bistro run by a charming young couple draws young people, serves uncomplicated French food. Not expensive; delightful.

Casa Paco, in the old part of town, is famous for juicy steaks you can order by weight. Worth their price.

El Schotis serves its steak in a unique style: carried to the table on a sizzling ceramic dish, the meat cooks right in front of you. Reserve a table.

Zalacaín—elegant, new, pretty-to-look-at rooms walled in rust-colored silk—has private dining rooms overlooking gardens. In the evening, women dress. Reserve.

Cafe de Chinitas puts on the best Tablao Flamenco—spirited, gentle music and pretty gypsy dancers—to keep you there until three in the morning.

Around one in the morning, crowds start pouring into Mau Mau, a spacious discothèque that looks like a forest of tall polished tree trunks. Subdued sounds, a good beat for dancing.

Offshore Spain: Mediterranean Mallorca

Whatever praise you may have heard for Mallorca, the large Spanish island in the Mediterranean, is true, even an understatement—it's a paradise of greenery, with craggy terraced mountains ending in cliffs gnawed and rubbed by sea. Windmills spin like pinwheels. Wildflowers color



On Mallorca, Formentor Hotel's beach, curtained by pine forest

the fields; poppies grow in bouquets; Queen-Anne's-lace flowers are as big as plates.

The island's main city, Palma de Mallorca, has grown from a small fourteenth-century fortified walled town into a large city spread around an enormous bay. At one end is the resort area of hotels, shops, and discos where most tourists stay, then drive about the island, veined like a maple leaf with roads.

At the Victoria and the Fénix—two luxury hotels under the same management and linked by a spectacular flower garden, each with its own pool—rooms look across the bay to Palma's landmark, the great Gothic cathedral. Like a chameleon by day, the

(Continued on page 102)

1000 A.D. Ancient Chacmool offered sacrifice to the sun.

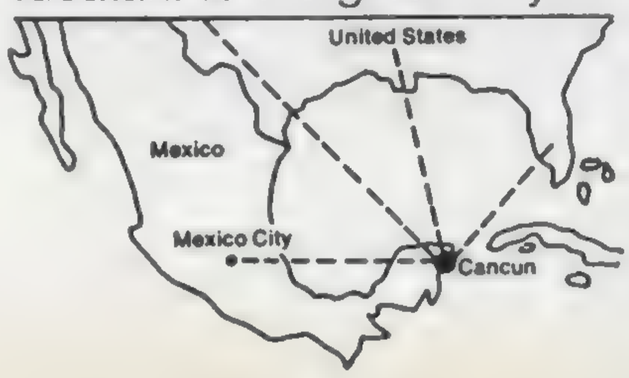
The way it was, is the way it is.

1975. Sun worshiping on Chacmool Beach, Cancún.

1,000 years ago, Cancún was an island of unspoiled beaches in the Mexican Caribbean. Today it still is.

1,000 years ago, Mayan kings explored Cancún's beaches. Today you can vacation here. Cancún is the rolling Caribbean along one shore—calm bay beaches along another. Cancún is mile after mile of sand as soft as powder, and water so turquoise blue you won't believe it's real.

But Cancún is more. Cancún is the gateway to the vast and mysterious Yucatan. To the great Mayan ruins at Tulúm, Uxmal, Chichén Itzá—all a short drive from the island.



Cancún is hotels that faithfully honor the island's Mayan past. It is dancing and tennis and deep-sea fishing—and golfing a Robert Trent Jones lagoon-side course.

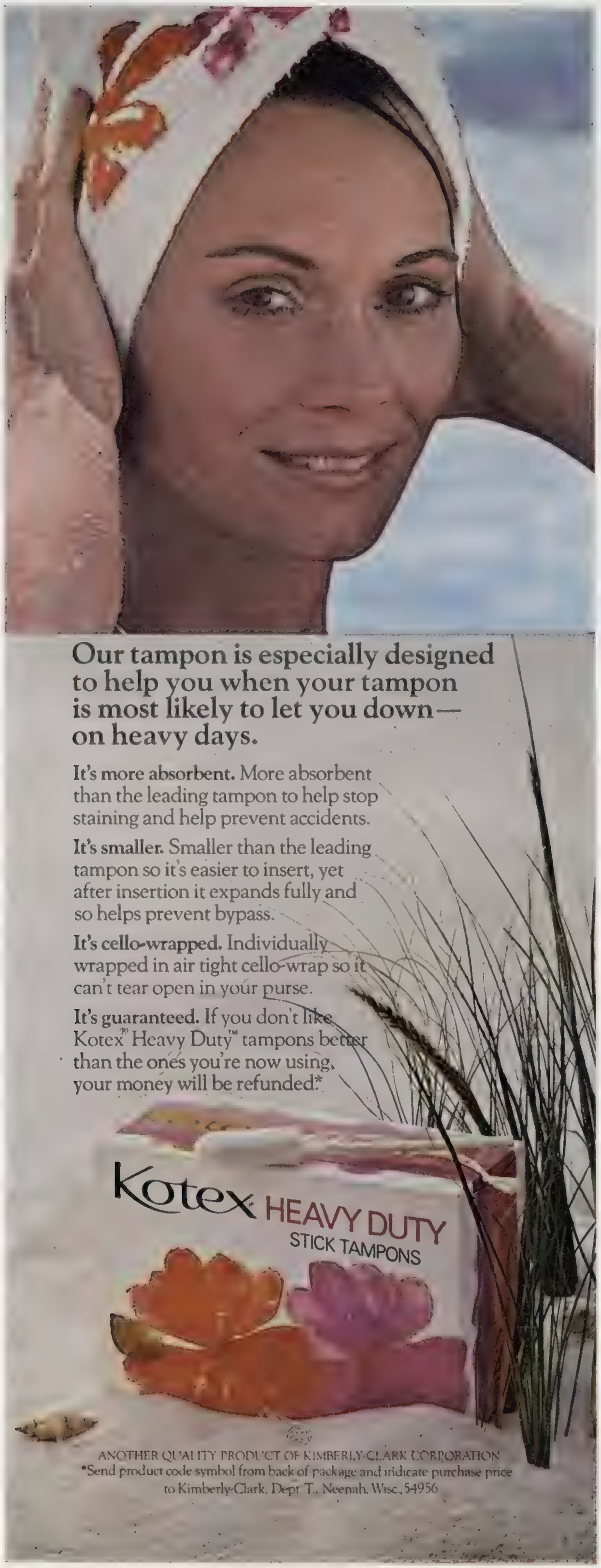
Cancún is the closest of all the major Caribbean resorts. Just 3½ hours from New York. 2½ hours from Houston. 1 hour from Miami.

1,000 years ago, Cancún was an island paradise in the Mexican Caribbean. Today it still is.

Call your Travel Agent, Aeromexico, Mexicana Airlines—or write the Cancún Information Bureau: 633 Third Avenue, New York, N.Y. 10017.

CANCÚN

The new 1,000-year-old world on the Mexican Caribbean.



CONTINUED FROM PAGE 100

cathedral changes from yellow to rose to cinnamon; illuminated at night, it brightens the bay like a shower of fireworks.

Walking from the Victoria, you land in the center of restaurants, cafés, and nightclubs. On Calle de Bellver, La Pizzeria, centered around one pine tree and run by a French husband-chef and his Italian wife-maître d', is charming, reasonable, stays open late. On the café-packed Plaza Gomila, head for Tito's, a spectacular nightclub under a huge shell open to the bay.

In the Old City, lined with Gothic and Baroque houses built around courtyards designed for carriages but where Seats now park, sightsee in an open horse-drawn carriage.

Dine in a *celler*, bistro with floor-to-ceiling wine barrels: Sa Premsa is noisy, packed, big, inexpensive; delicious *flan*, custard pudding better than ours. Sample the Mallorquin specialty, *ensaimada*, a puffy pastry, lightly sugared (the Victoria Hotel serves them with breakfast).

At Valldemosa, the monastic cell where Chopin and George Sand wintered, chills—even in midsummer.

On the northern end of the island, Hotel Formentor—isolated in pines, circled by fabulous flower gardens along a sandy beach—has tennis, riding, two new pools, plus movies every night, gives the serene feeling of an ocean liner on a calm sea.

Summer shines in wintry Pyrenees

On the "top" of Spain, the massive Spanish Pyrenees, in winter, are glorious ski terrain. Now, in summer, edelweiss star the meadows, cattle browse on almost perpendicular slopes streaked by frothing fast streams—breeding spots for trout. Except for lonely octagonal church steeples, you might overlook knots of very small stone houses with steep slate roofs, huddled around churches.

At Valle de Arán in the Catalan Pyrenees northeast of Barcelona, the ski resort Baqueira-Beret—at 5,600 feet, directed by Miguel Arias, a former ski champion and regular visitor to our own ski places—will have fourteen lifts for its eighteen ski runs when it opens for the season on November 27. In works, a landing field and, for next summer, a tennis complex—definitely on the right track.

In the new village of Baqueira-Beret, the four-star Montarto Hotel, wood-paneled, log-fired,



Stone church in Catalan Pyrenees, spiky octagonal bell tower

was designed for skiers. Close by, a fir-green, star-shaped apartment complex centers around a covered shopping mall; and masses of new villas are appearing.

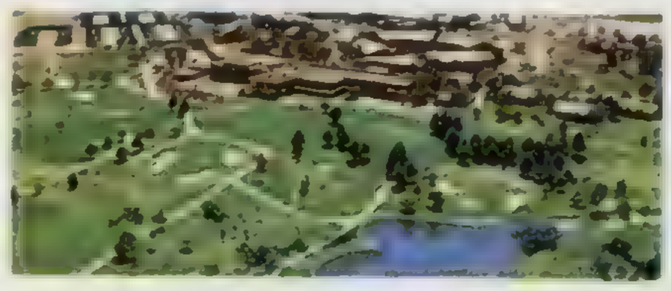
The Viella Parador, a government-owned inn above the town of Viella, is an ideal all-year place to stay: views of valleys and far-off snowed peaks, wonderful pure unused air. Pleasant balconied rooms with exceptionally bright bedside lamps, immaculately polished floors—wood, slate, large marble bathrooms. Good food: trout grilled and served on a piece of slate; heady red wine. Round as a top, spectacular bar-lounge walled by double-glass windows, floor-to-ceiling central fireplace, brown leather club chairs. Quiet sounds: faint clank of cathedral chimes, bass rumbles of the river.

SPAIN WITHOUT BANKRUPTCY: FLY IBERIA

How to fly to and around Spain staying at luxury hotels without going broke: it's easy, choose a one-or-two-week tour flying Spain's national airline, Iberia, that combines airfare, hotel rooms, plus other goodies at phenomenally low prices. Imagine three nights staying in Madrid's luxe Palace Hotel, four more nights at the five-star Melia Mallorca in Palma on the island of Mallorca, with morning coffee, plus luncheons or dinners during the Mallorca stay, half a day sightseeing in each city —all this for $180 in a single room, but $150 for each person sharing a double room. The tour airfare, flying round-trip economy class, from New York to Madrid and Mallorca, costs only $447 from mid-September until the end of October, a lovely time of the year in Spain. If you want to dash around in a car, you may rent a small Seat for as little as $90 a week with unlimited mileage (Seats aren't greedy about gas). What a temptation.

The La Costa Look

It comes from the many relaxing pleasures of La Costa. • Tennis. 25 championship courts and a top professional staff headed by Pancho Segura. • The Spa. One for men. One for women. Each the most complete and luxurious in the world. • Golf. 27 holes. The Tournament of Champions course. Tommy Jacobs is the resident professional. • Five superb restaurants. • Riding. Swimming. Sun. And much, much, more. Over two-thirds of our guests return to La Costa again and again. One reason is La Costa is closer than other international resorts. You don't waste travel time and travel dollars. Another reason is the La Costa value! A vacation here is within reach for more people than perhaps any other fine resort in the world.





The La Costa Look
is more than a look.
It's an attitude.
A feeling of
youthfulness and
vitality.
The La Costa Look
is natural.
The La Costa Look
is you . . . looking
your very best.

Your travel agent can give you the happy details. We also have a colorful 16-page booklet which we'd be pleased to send you.



LA COSTA

La Costa Hotel & Spa,
Dept. V-252
Rancho La Costa, Carlsbad, CA.92008.
(714) 438-9111.

By Melva Weber

HEALTH

Sandwiched slimness . . . cooking away cancers . . . vitamin drink-off . . . and how to travel the world without risking your health

THE HIGH-BREAD DIET

Sandwiches may be the newest diet for the weight-conscious: a new kind of bread, low in calories and high in fiber, is making its debut. The new bread looks, tastes, and toasts like regular white bread, is nutritionally enriched (like regular breads), has 25 to 30 percent *fewer* calories, and—the big news—25 to 30 *times* as much vegetable fiber. High-fiber white "Less" bread, made by local bakers under franchise from Ort's, Inc. in Lavale, Maryland, is appearing on more and more food-store bread racks in different sections of the nation. A similar product, "Fresh Horizons," by ITT Continental Baking Company in Rye, N.Y., is expected to be available in virtually all parts of the United States some time this fall.

The new bread has been given thorough clinical tests in at least four major academic centers. Studies show weight loss greater than might be expected by a simple 25 percent calorie reduction. The possible explanation: the bread's bulk content satisfies the appetite, helps a dieter resist other calorie-bearing foods.

At Columbia University College of Physicians and Surgeons in New York City, Dr. Hans Kaunitz tested the high-fiber bread in the treatment of overweight patients. It really worked, Dr. Kaunitz reported. Bread eaters lost weight, were able to maintain the lowered weight.

At Michigan State University in East Lansing, Dr. Olaf Mickelsen placed overweight students on diets with a great deal of high-fiber bread but no restrictions on other foods. Those who ate seven-and-a-half or more slices of the bread each day for a little more than seven weeks showed average weight losses of five and three-quarters pounds.

A baking-industry spokesman has predicted that the low-calorie, high-fiber products will fast become a whole new class of baked goods. The greatest thing since . . . sliced bread.

VITAMIN KILLER IN YOUR TEACUP

University of Hawaii nutritionists have found that too much tea drinking produces signs of vitamin B_1 deficiency, according to a report in the scientific journal *Chemical & Engineering News.*

The researchers, Sandi B. Buhr and Dr. Doris M. Hilker, in a feeding experiment with volunteer subjects showed that drinking four to six cups of tea a day, even with a nutritionally adequate diet, gave the volunteers what appeared to be a deficiency of thiamine, or B_1, with symptoms of fatigue, nervousness, and loss of appetite.

Just what tea does to the vitamin is not yet clear—possibly the tannin in tea acts to bind thiamine and make it unavailable; or the tea's caffeine may reduce the levels of a thiamine-dependent blood enzyme. For security's sake, those who love their cup of tea may want to make sure of abundant dietary vitamin B_1.

TRAVEL IN HEALTH—GO IAMAT

Before you travel to another country do insure your health, comfort, and safety by joining the International Association for Medical Assistance to Travellers (IAMAT), the service that gives you a link with English-speaking physicians with American, British, or Canadian medical training in 450 cities around the globe and adds, this season, a brand-new item to its priceless health-protection services: a World Climate Chart.

The new IAMAT chart tells you what you want most to know about the foreign places that you visit. Is the water safe to drink, what foods are safe to eat, what kind of clothing does the weather call for? Where, for example, wise counsel would dictate, "Don't eat the butter, ice cream, and yogurt, don't drink the milk," the chart will tell you exactly that. If sunglasses are a must, or rainwear is advisable, the chart tells you so. High and low temperatures are given for every month of the year for each city. And Climate Charts are available for eight most-visited areas.

Still part of the IAMAT packet, and kept up to date: a World Immunization and Malaria Risk Chart tells you the inoculations required by more than two hundred countries, gives coded details on risks of contracting malaria to guide you and your doctor on the advisability of malaria-preventive medicine. A Traveller Clinical Record to take with you carries detailed instructions from your own doctor on any medical conditions you may have, on prescribed medicines you are taking, on what to do in any emergency.

Incredibly, IAMAT's services really are without price. To keep the good work going, you are asked—but not required—to make any donation you wish to the Foundation, which is supported by contributions. Join IAMAT by writing them in the United States at Suite 5620, 350 Fifth Ave., New York, N.Y. 10001; in Canada at 1268 St. Clair Avenue West, Toronto, Ontario, M6E 1B9.

PUTTING THE HEAT ON CANCER

One developing weapon against cancer cells—heat treatment—is based on the difference in blood flow between tumor tissues and healthy tissues. Dr. Harry H. LeVeen and his associates at Veterans Administration Hospital and Downstate Medical Center in Brooklyn, N.Y., have produced beneficial effects in twenty-one cancer patients by applying heat treatment through radio frequency. Healthy tissues have adequate blood circulation to reduce the artificially elevated temperatures, but the blood flow in tumors is typically sluggish—only about 2 to 15 percent of that of surrounding tissue. Applied heat can build up in cancerous tissues while normal cells can remain undamaged. Work is going on in developing safe and effective ways to "cook out" certain cancers.

SNEEZERS' SPEEDUP

Hay-fever sufferers soon will be offered faster fend-off against ragweed (most common allergy cause).

A research team at Northwestern University, headed by Dr. W. J. Metzger and backed by the National Institute of Allergy and Infectious Diseases, has chemically linked identical molecules of ragweed antigen E into a bigger structure called a polymer. Used in the same way as traditional hayfever extracts, to build up tolerance, the polymerized antigen produced immune effects sooner, in fewer shots, with fewer reactions.

UNDERARM HEAT WAVE?

Why don't you use the armpit method of taking a body-temperature reading? Dr. Lucia Fischer-Pap of the University of Illinois Rockford School of Medicine asked the question of her fellow physicians in *Medical World News,* a magazine for doctors, and gives the same advice to home temperature-takers.

If you are taking your own or someone else's temperature, Dr. Fischer-Pap commends placing the thermometer in the armpit, not the mouth. Just be sure the instrument's bulb is between two skin surfaces, not against cloth. Have the arm resting comfortably against the body, leave the thermometer in place for two or three minutes.

The armpit reading, according to Dr. Fischer-Pap, is easier and safer, more comfortable for the patient, and often more accurate than the oral or rectal methods (except in very young infants, where rectal readings may be preferable). Danger of breaking the thermometer inside the mouth is avoided; so are too-high oral readings that may occur when the patient has been smoking or taking hot food or drinks.



"TAB" is a registered Trademark of The Coca-Cola Company.

TAB
TRADE MARK ®

IT HELPS KEEP YOU LIGHT ON YOUR FEET.

Everybody's doing the TAB dance.
Because one refreshing taste of TAB will get you dancing to our tune. It only has one calorie, so it helps keep you light on your feet.
So pick up TAB. And kick up your heels.



Oh, the disadvantages of our long cigarette.

Benson & Hedges 100's

17 mg. "tar," 1.1 mg. nicotine,
av. per cigarette—hard pack, by FTC Method.
18 mg. "tar," 1.1 mg. nicotine,
av. per cigarette—soft pack, FTC Report, Apr. '76

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



Regular and Menthol
in soft and hard pack

OBSERVATIONS to know about . . . fashion news, tips, what's going on . . .

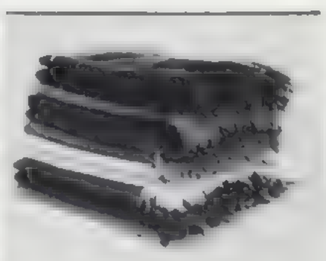
WATCH FOR NECK KNOTS . . . the new way of romancing shirt dressing. PARIS: Karl Lagerfeld knotted collars high with soft bows of crêpe de Chine at Chloé. Below, his white crêpe de Chine blouse knotted with a bow of chrome yellow —very Byronesque! Marc Bohan (Dior) tied collars with bows of



black velvet. . . . NEW YORK: John Anthony bow-tied necks with narrow strings of crêpe de Chine: Bordeaux or caramel ones with palest grey blouses . . . and Geoffrey Beene's tiny bow-knotted blouse was thoroughout his collections (see August cover)! . . . Variation for summer: Tan Guidicelli's way of knotting a small blue plaid cotton handkerchief once under the collar of his blue-striped white cotton shirt to make a perfect short "bow tie."

• • •

INSTANT CHIC AND THE WONDERS OF A SHAWL—AUTUMN INDISPENSABLE! *Right:* Stack from Johnston's of Elgin, Bloomingdale's, N.Y.; Dorso's, Beverly Hills. PERFECT TO THROW OVER EVERYTHING FROM JEANS AND TROUSERS TO BARE CREPE DE CHINE AT NIGHT . . . THE EVENING COVER SOLUTION! . . . When *NOT* in use, fling over a chair as a handy extra-blanket! FABULOUS FOR TRAVEL—(packs flat!) . . . as a cozy plane "blanket," as a "bed jacket" for a chilly night, as an instant bathrobe when you've an unexpected caller, as a "coat" to wrap over a jacket on a cool day (when it's too warm, fling over one shoulder; dashing and not cumbersome like a coat). . . . INSTANT GLAMOUR—AS IN A SCARLET SHAWL OVER BLACK SWEATER AND PANTS!



ISHIMURO



FABRICK BEMARCHELLIER

FASHION MESSAGE WITH A SMILE . . . FOR WEATHER: (seen at the French and Italian Ready-To-Wear collections). . . . There is no question but **THE AUTUMNBOOT** is any version of, or the original, Frye (in Paris, almost every fall collection showed them with knit tights and skirts, or with trousers or skinny jeans tucked in . . .). **1.** Paris version of the Frye boot in shearling (fur inside) . . . FABULOUS! . . . **THE MOST AMUSING LEGS** as seen at Missoni **(2)**, Jap, Myake, and Rykiel . . . one version or another of dancer's warm-up **leggings** WITHOUT FEET and cuffed at ankle, worn with skirts and **heeled** shoes. (Very daring and you've got to have the best legs in the world!) . . . **MORE SMILES:** Karl Lagerfeld showed **KNITTED WRISTLETS (3)** with everything for Chloé . . . slipped under coat and jacket sleeves and even under sweater sleeves . . . for warmth, you can pull them to midhand and keep fingers free! . . .



JOE EULA

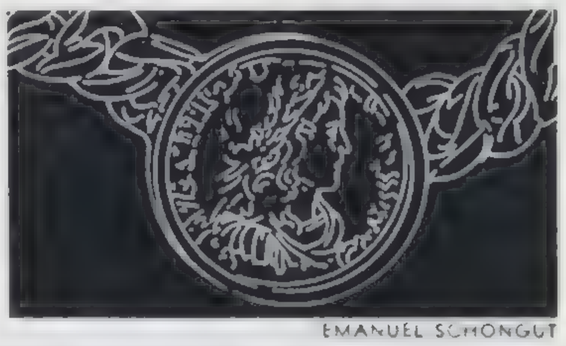
1

GLAMOUR PHENOMENON: THE MOST FAMOUS DRESS IN TOWN! Halston's Amazing-Sarong of hammered satin from his Spring '76 collection. (Below, Avedon's March Vogue photo of it on Marisa Berenson.) . . . To date it is still being ordered IN MULTIPLES by an amazing list of GLAMOROUS LADIES. . . . A few: Marisa Berenson, Amanda Burden, Margaux Hemingway, Jane Holzer, Mary Wells Lawrence, Irene Marcos, Ali MacGraw McQueen, Liza Minnelli, Jackie Onassis, Elsa Peretti, Lee Radziwill, Elizabeth Taylor, Barbara Walters. . . . What a crowd!



• • •

OBSERVED. . . . *Some of the best-looking young girls are wearing (constantly!) Bulgari's "Roman coin choker"—a fourth-century bronze coin set in a flat 18-karat gold chain—with everything from T-shirts to pretty-restaurant-dressing. . . . The new status jewel, then??*



EMANUEL SCHONGUT



ELL CUNNINGHAM

NEW YORK: 1. and 2. *SLITS, A BIT OF SLITHER, AND SKIN . . . as seen at the zippy opening of* **"The Taxi Project" exhibition** *at The Museum of Modern Art. . . .* **3.** *Smashing girl, great hair, and A NIFTY WAY TO LOOK! . . .* **4.** *Elizabeth Taylor and constant escort Halston. . . .* **5.** *Robert Scull, "Taxi Expert Extraordinaire," and friend.*



MARINA SCHIANO

RAQUEL WELCH AND ANDY WARHOL "backstage": From Marina Schiano's PHOTO-DIARY—her charming idea of a personal "Memory Collection" . . . stacks of Japanese paper albums filled with her photos of friends and celebs at parties, weekends, evenings at home, EVERYWHERE! Marina's trick: **never** *be without her camera . . . (even in her evening bag!).*

Paul Poiret

A TIME-STOPPER EXHIBIT: At Manhattan's Fashion Institute of Technology, until September 11, epoch-making fashions—some eighty of them (see examples in this column)—the first all-out retrospective America has ever seen of French fashion revolutionary Paul Poiret's creations. And this gorgeous show (the fashions and the way they are shown are superb) is crammed with glorious surprises. Very special: the wonderful feeling the show gives you of being luxuriously there, in Poiret's glamorous world.



Paris-born Poiret was deeply of his moment: his apogee was pre-World War I, his fame and vigorous fashion and way-of-life influence lasted through the 'twenties. And Poiret was inevitably ahead of his moment. With Diaghilev and his Ballets Russes, Stravinsky and his magical *Petrouchka* chord, Picasso, Braque, and Matisse and their new way of seeing, Poiret vanguarded the shape, sound, color of the Twentieth Century. "When I sign my name to a dress, I consider myself a creator of an artwork." Not only was Poiret a prodigal creator, he was a prodigious emancipator. He got women out of corsets, and sent them free-limbed to a new world.



Why the rich look different from you and me.



You cannot help but notice her. There is an aura of difference that goes beyond expensive clothing or being beautifully endowed by nature. And nowhere is this more evident than in her skin.

Because she, like many other women, had the good fortune to first discover Orlane on her trips to France.

Needless to say, it was almost no time at all before Orlane became an indispensable part of her beauty regime.

For Orlane created an exceptional skin care system. One which has been called dramatically and dynamically different. Yet, suitable for all types of skin.

And, today, it is an advantage shared by all women dedicated to flawless skin.

Eye Baume a la Gelée Royale: Eye Baume was created specifically to minimize the tiny lines, and reduce the puffiness that often surrounds the eyes. Its rich formula and special properties are absorbed by the skin almost as soon as it is applied. And this gently effective eye treatment can be worn all day long.

Crème Rafermilane (Firming cream for face and throat): Applied every night, Crème Rafermilane rewards you with more supple, youthful-looking skin. For its rich biological complex is formulated to restore and maintain firmness and tone. And, since its base contains special oils closely resembling your own, Crème Rafermilane feels natural and comfortable all through the night.

Body Treatment Lotion: Your entire body will feel softer and smoother from this milky-rich, non-greasy moisturizer. Apply after your bath, its precious ingredients penetrate instantly. Because the lotion is scent free, it won't fight your perfume. And it is especially effective for giving troubled areas as elbows, knees, and heels a satiny appearance. Included is a smaller plastic container for traveling.

The entire Orlane collection is sold by trained consultants at finer stores throughout the United States, as well as Europe.

ORLANE.

An advantage shared by the world's most beautiful women.

Orlane, 680 Fifth Avenue, New York 10019. Paris.

what to wear with what when the issue is... *sports-clothes dressing*

We're not just pulling out another name for casual —casual is the way the whole world dresses today, all the time. What we're saying is that there is, this year, a new—other—swing to casual, and it's based on a man's concept of sports-clothes dressing. It doesn't mean dressing like a man. It's the way a man *thinks* about the clothes he's going to be hacking around day after day for all they're worth—the kind of suit he opts for when the jacket is also going to work as a separate sports jacket; the qualities he looks for in the pieces that are going to work with it in town, in the country. What it comes down to is getting a *lot* of wear out of relatively few clothes. It takes pulling apart and putting together and making pieces work very, very well—and not every woman is going to want to get into it. The point is, women have two ways of thinking about clothes: one is the thing of simply having charming new things to wear; the other has to do with having a basic "uniform" that you can absolutely depend on, that you could pull out of the closet with your eyes shut, and use every day if you had to. They aren't mutually exclusive categories—as you'll see for evening, and see again and again when you come to September Vogue, the elements of sports-clothes dressing affect everything this year. But this month is for the woman who is going the whole route—not just with a man's guidelines, but with charm. Here, some pointers. . . . If you're a list-maker, put a suit at the top. Meaning: **a tailored sports jacket that you can swing over everything,** and a matching skirt to use with other tops. Think soft tweed—tweed moves around with more things than a solid and goes for country as well as city. Think pretty coloring—tailoring doesn't cancel out charm! . . . For the same reason, **collect lovely, soft tops**—a creamy crêpe de Chine shirt is wonderful to slide under a Harris tweed jacket in town, with a bias silk scarf at the neck. Save the man-tailored shirts for the country—find them in delicious colors and wear them open at the neck (a tie-pinned man's tie isn't anywhere in this picture, though the pin would be charming hanging off the edge of a collar, like a clip). . . . **Vests are around in a big, big way.** And there is one to avoid, which is the vest that comes as part of a matching suit (avoid anything that looks like a parody of men's dressing). And there is the little fitted separate vest, which is a delight—and to collect like an accessory: a thin ribbed cashmere vest with bone buttons, to wear in town with silk shirt and jacket. For the country—with jacket, jeans, and good walking boots: a leather-buttoned, cablestitch Shetland vest over a plaid flannel shirt. At night: knitted gold vest, black silk shirt, black cashmere trousers. . . . **This is the year to find narrower trousers**—the trimmest line with all the new tops! . . . If you're going to be needing a new coat—and you're into the whole thing of sports-clothes dressing—**go for a duffle coat.** It can be of thin, blanket-plaid mohair, of poplin, of double-faced wool; it can be black silk jacquard at night. Whether or not it has toggles and hood (and if there is a hood, don't feel obliged to pull it up) isn't the point. You want it for its loose, slide-on ease over everything—it looks the way you want to feel! . . . **Collect simple, beautiful, visible accessories**—anything too thin, too sweet, too ditsy is going to be like lint on black velvet. You'll still want a narrow leather belt—but double-faced leather, like a man's, with a perfect buckle. Where you would have used a skinny chain around your neck, try a thong of suède or braided leather by day; a silk cord at night (and find yourself a wonderful amulet to hang on it). **Don't forget your legs and feet.** Sports-clothes dressing takes a good leather shoe and pattern on the leg: a ribbed stocking is best with skirts in town; a man's sock with pants (if you're going to be in the country, go to a heavier texture). As for boots, it's not a crime to wear a country boot in town. But unless there's 11 inches of snow on the ground, it doesn't make much sense to be in a boot with a thick, gripping rubber sole (famous fashion axiom: whatever the mood of dressing, if it doesn't make sense, it doesn't quite make it). . . . **Don't be seduced by display windows**—when you start seeing mannekins got up for town in suit, vest, watch fob, and fedora, watch out! Too much is too much. Not that a fedora isn't sometimes adorable—with jeans and a sweater, for instance. Provided it's a super-soft, mushroomy little fedora. And provided you're the kind of woman who can just squish it around and bang it on with a certain panache. When in doubt, stick with loose, shining, hatless hair—it is *very* O.K. As you're about to see next page . . .

learn from a man...

...what you can do with a suit

A man's suit isn't what it's about. The point—and it's a turning point for the whole world of sports-clothes dressing—is a man's *approach* to a suit when the mood is casual and a suit is the base that's expected to go around a few times in a wardrobe. It has to do with cut, texture, pattern...*presence*. In other words, the kind of suit you can pull apart and put together six different ways for six days running without looking as though you're running out of steam—e.g., the Ralph Lauren suit on these pages: perfect wool plaid hacking jacket and skirt, worn by Lisa Taylor (do you need convincing that learning from a man has nothing to do with looking like one?!).... *At left*, a good way to start collecting: the jacket and skirt, with Ralph's cabled turtleneck, boots, and a "man's" leather belt....When you want to be in pants, *right* —the jacket with narrow-leg grey flannels, a flat little beige crewneck, a pretty colored muffler. (And pretty color on the lips—Super Luscious Bittersweet Red, by 'Ultima' II/Charles Revson.) More about this suit—other ways to wear it, where to buy it—on the following page. Accessory details, next to last page this issue.

ARTHUR ELGORT

Sports-clothes dressing—

The look of today!



Sports-clothes dressing—what you can do with a suit

learn from a man... ...how to move the pieces around



In any discussion of moving around pieces this year, you can take for granted that we are always talking about a suit as the base. The kind of suit for which the Ralph Lauren on these 4 pages is the prototype—as we said last page, a suit with a certain presence to it. And by presence we mean three elements of men's sports-clothes dressing: **1. Texture.** It can be a bird's-eye Harris tweed, a Donegal, a herringbone, a plaided flannel, a Shetland tweed (as here)—whatever: when you put your hand on it, you are holding something substantial—soft, slightly fuzzy. Never flat—smooth, tight worsteds weren't cut out for this kind of work. **2. Pattern**—it goes with more things than a solid. And a classic, menswear pattern goes farthest. Which doesn't have to mean strict coloring—a plaid can have half-a-dozen colors (again, see the Ralph Lauren suit), and if they're soft, clean, unclashy colors that blend with each other, they're going to work like a neutral. **3. Cut**—the key thing. The thing to be extra-careful—extra-demanding—about. A quarter-inch too much length in the jacket, it's wrong over skirts. A quarter-inch too short, it's funny over pants. You want a length that stops where your leg starts. And you want a quick, narrow fit from the shoulder down; not nipped at the waist, not tight anywhere—like a man's sports jacket, it should be able to take heavy sweaters as well as cotton shirts (see *right, below*). . . . O.K. You know the kind of suit you're going to be looking for. It's a *good* suit, and you're prepared to spend a little money for it . . . and to get a lot in return: when you've got this suit in your wardrobe, you've got a *worker*. . . . You have got, first of all, the pulled-together look of a jacket and skirt as your basic "uniform." And you have a great separate skirt to wear with every kind of top (and if you happened to own the taupe corduroy blazer from Ralph's last collection, it would be super with this skirt). *And*—newest of all!—you have a great separate sports jacket that you are going to wheel around over skirts and jeans and pants. . . . Here, two country-day looks that you could pull together today—if you had the jacket! *Above right*, with boots, skinny cavalry twill "ski" pants, an oatmeal sweater-vest, and a lilac Oxford-cloth shirt underneath (you could do yellow, blue, pink—as you'd learn from any man, pale, soft colors are a natural with these tweeds. And pretty!). . . . *Below*, to show you how accommodating a good sports jacket is—the jacket over a hooded Shaker-knit sweater. Plus corduroy jeans and leg-warmers. And good color, this time in makeup form—all from a nice, outdoorsy pallette that Max Factor puts out under the Geminesse label: Honey Tint for a base; Capuccino Enriched Cream Lip Colour; and the Bronze version of their Enriched Moisturizing Creme Blush. . . . **Clothes details, these 4 pages:** The Ralph Lauren Shetland tweed suit, shown throughout—jacket, about $300; skirt, about $134. On the 2 preceding pages: His hand-knit wool turtleneck, about $100. Pale beige sweater (again, next page), Pierre Cardin, division of Beldoch Ind., of Nomelle and cashmere; about $36. Grey wool flannel pants (Anglo Fabrics, loomed in America), by Cinnamon; about $76. . . . These 2 pages: Top, Calvin Klein wool sweater-vest, about $38, and wool twill pants (Anglo Fabrics, loomed in America), about $90. Ralph Lauren cotton shirt, about $48. Bottom, Calvin Klein taupe cotton corduroy jeans, about $64. Hooded sweater, Frank Young for the Arthur Richards Woman, about $90. (available late August). Everything, at Bloomingdale's; Nan Duskin; Joseph Horne; Neiman-Marcus; Famous-Barr; I. Magnin; Frederick & Nelson. All 4 pages: hair, Christiaan; makeup, Ariella. Corum watch, at Tiffany. Other accessories, next to last page of this issue.

ARTHUR ELGORT



learn from

With the Ralph Lauren suit as your base (q.v., the past four pages), these are the kinds of additions to think about. . . . **The everything suède shirt,** *opposite*—the thinnest, most butter-soft beautiful brown suède you have ever, ever seen! It is unbelievable—and it *costs.* But if you had it, you would never have it off. You'd wear it with the skirt of the Ralph Lauren suit, unbuttoned and belted, the way we've done it here, with a slice of cashmere sweater underneath—and with every skirt, every trouser you own, no matter what texture, what color, what time or place. Ralph Lauren shirt, about $520. Mid-August, at Saks Fifth Avenue; Montaldo's; Balliet's; Sakowitz; Frost Bros.; I. Magnin. **Instead of a turtleneck, think about a thin little cashmere-soft crewneck under the jacket,** *right*—and a tiny leather thong—simple, pretty touches that soften the look of man-tailoring without throwing the whole mood out of whack. Pierre Cardin pale-beige sweater—see preceding page for stores.

a man...

...the key touches

A good leather brogue; a mans' pattern on the leg, *above*—when you're in a tweed that has some substance to it (i.e., the Ralph Lauren suit), you want to keep the feeling all the way down. (You wouldn't be fined for wearing a nude stocking and a pump, but you wouldn't look half as good.) Julianelli shoe, about $65. At Lord & Taylor; Neiman-Marcus; I. Magnin. Skye Company tights. Mid-August, at Henri Bendel. **The best belt is a man's belt,** *left,* meaning: a spare, narrow, double-faced leather strap of a belt with a perfect metal buckle—on tweeds and suède, anything less forthright looks mingy. Lotti belt at Barney's International House. Other accessories, next to last page.

ARTHUR ELGORT





Sports-clothes dressing—

at night ...where the glamour comes in!

Apart from the fact that it's a very fresh, racy, unhackneyed way to dress at night, Ralph Lauren's '76 take on the "smoking," across the page, is telling you almost everything you're going to want to know about what's on at night for fall. Which is: sports-clothes dressing all the way! It isn't always man-tailoring, but the same casual, trim, non-dressy attitude that goes for day, goes right across the board. With one big—glamorous!—twist. And that is *color*—whether you're talking about a chrome satin jacket or small, brilliant slices of color, you are going to be seeing—wearing!—more real color than you have in years. And it's going to do more for you than 50 yards of misty tulle! . . . The Ralph Lauren "smoking"—it was his whole evening collection—he did it red satin, green satin, grey satin, tan satin, black, violet, and royal-blue satin. And he did it always with the same double-breasted, on-the-body tailoring; the same natty wing-collared dress shirt and bow-tie; and the perfect man-cut evening trousers—in silk crêpe . . . on a slim, pretty girl with a high sense of style (hello, Lisa Taylor!)—it's a killer! Jacket, of rayon and silk, about $270. Cotton shirt and tie, about $70. Trouser, about $234. Mid-September, at Bloomingdale's; Dayton's; Balliet's; Neiman-Marcus; I. Magnin; Frederick & Nelson. Touches of diamonds and gold, from David Webb. A lipstick to keep in mind when you're shopping for color to wear with color: Shiseido's Frosted Moondust with a slip of their Dewy Satin Over/Under Lip Toner (under brings up the color, over tones it down . . . experiment!). Here, and on the preceding 6 pages: hair, Christiaan; makeup, Ariella. . . . *This page:* small, quick slices of color to add at night when you're dressing in dark colors, naturals, all the neutrals—instant update on a casual P.M.-wardrobe! . . . **1.** When you're in white, in black, in brown—vivid silk neckrings, clasped in "gold." Cadoro. About $20 each. Saks Fifth Avenue; Sakowitz. **2.** This year's way to turn a sweater and pants for easy-evening—suède waist-ribbons, piped in gold thread. By Elegant, about $10. Bonwit Teller; Bullock's. **3.** P.M. equivalent of a good leather belt—i.e., it goes with everything—the tasseled checkerboard sash in gold and black. Yves Saint Laurent. About $30. At Saks Fifth Avenue, Rive Gauche; Montaldo's. **4.** To collect in all different colors: *soundless* bangles—silk cording with twists-of-gold clasps. Cynthia Savage for Cynthia Designs. About $48 each. At Saks Fifth Avenue; Dorso, Beverly Hills. **5-8.** The slice-of-color brass cuff—with ivory and jasper ($130), jade ($140), sodalite ($140), chablis coral ($64). All, Lasher-Wertlieb for Sculpture To Wear; Robinson's, Beverly Hills. **9.** When you're sports-clothes dressing at night—a spare, abstract silver pendant, plated in gold. To hang on a silk rope at the neck or waist (by day, on a rope of leather or suède). Kathy Young, about $150. At Bergdorf Goodman; Ophie's II, Tampa, Fla. The rope to hang it on, **10**—enough rope to wrap a waist, to wrap around twice at the neck. Carol Hasselriis for the Celebrated Pork Pie Establishment. About $30. Bloomingdale's; Sakowitz. **11.** To add to color—28-inch silk squares in black or white. The perfect evening scarf! Yves Saint Laurent. Each, about $28. Bloomingdale's; Bullock's. **12.** Real color as a neutral—Judith Leiber's ideal all-around P.M. envelope in brilliant purple satin, whipstitched in gold. About $215. At Saks Fifth Avenue and I Magnin.

ARTHUR ELGORT

A.M. what's the

It's one of the best ideas blowing through the fall collections: day and night looks that, with certain changes—a different fabric, a different shoe—are the equivalent of each other. The same nonchalant attitude, the same sportswear ease go A.M. or P.M.—at night, they just go a little more glamorous. Everything, worn by three of the niftiest girls in town—here, Lisa Cooper. **Key look of sweater-and-pants dressing for fall,** *left:* an easy little blouson top over narrow trousers. Here, at its knockout best for day, the way John Anthony did it (and did it!) for fall: grey blouson mohair cardigan buttoned over a beautiful ribbon-tied crêpe de Chine shirt in pale grey, and soft grey tweed trousers. Shirt, of polyester; mohair-wool-and-nylon sweater (Franetta fabric); wool-and-fur-blend trousers (Lafitte fabric). All, about $455. Late August, Elizabeth Arden Salons; Hutzler's; Higbee's; Stanley Korshak; Maison Blanche; Sakowitz; Bullock's Wilshire.

At night, you're still in an easy blouson and pants, *right,* but in a darker color (navy), and the trousers are satin-striped silk. And the shirt—another of John Anthony's little ribbon-neckties—is grey silk crêpe de Chine tied in toast. With more finish to the look of the hair and makeup, with a high-heeled silk sandal—it's tailored, it's feminine, it's this year's way to look for easy evening. By John Anthony; silk shirt (Lafitte fabric), and trousers (Pomezia fabric), mohair-wool-and-nylon cardigan (Franetta fabric). Together, about $780. Late August, at Saks Fifth Avenue; Nan Duskin; Stanley Korshak; Woolf Brothers; Balliet's; Marie Leavell; Bullock's Wilshire. Hair, Christiaan; makeup, Ariella. Accessories, next to last page.

Fragrance tip: Some scents are almost naturally geared to day- or night-moods of dressing—Estée Lauder's Estée Daytime versus the lusher Estée, for instance—a nice switch to make when you're making an A.M./P.M. change.

ARTHUR ELGORT



P.M.

difference between
day and night?
sometimes it's fabric...

A.M.

what's the

PM.

The zing of a great red casual coat for day, *left:* it's an instant lift for you (and anyone you happen to meet). Here—on zoom-girl Margaux Hemingway—Calvin Klein's smash of a casual red wool coat, with a button-on hood and button-in camel wool liner (any season you need a coat, you've got it)—super-dashing over a turtleneck and his narrow jeans stuffed into boots. Coat (J.P. Stevens fabric, loomed in America), about $250; cotton corduroy jeans, about $64. Both, Saks Fifth Avenue; Nan Duskin; Garfinckel's; Montaldo's; Higbee's; Balliet's; I. Magnin. **Fragrance tip:** If this kind of dash says You to You, chances are so will Fabergé's Babe—young, upbeat, it's got red-coat style. **P.M. casual equivalent: the duffle coat, but in a cloud of white mohair,** *right*—evening is when we see white; it gives off a glamour that doesn't hold for day. Here, over all white layers (and not dead white, but the soft off-white of bleached almonds), a beautiful mix of textures: crêpe de Chine shirt, cashmere-soft sweater, wool flannel trousers. All from John Anthony. Mohair-wool-and-nylon coat (Franetta fabric), about $440; ribbon-tied shirt, of polyester (Kabat Textiles); about $86; cashmere-and-wool sweater, about $80; wool pants (Lafitte fabric), about $150. Late August, Bergdorf Goodman; Nan Duskin; Montaldo's; Claire Pearone; L.S. Ayres; Neiman-Marcus; Bullock's Wilshire. Both pages: hair, Christiaan; makeup, Ariella. Accessories, next to last page.

difference between day and night? sometimes it's color...

ARTHUR ELGORT

P.M.

what's the difference
between night and day?

Some things say evening instantly—the feel of thin silk crêpe de Chine against skin, the touch of black velvet, *left.* And some things say Halston instantly!—the simplicity and narrow, narrow ease of this black-and-white tunic-pyjama. All the seduction is in the fabric, in the movement of the woman underneath—in this case, Patti Hansen—and in the subtle allure of his new side-slipping neckline, stopped with a swirl of Elsa Peretti gold pin. Silk tunic (Lafitte fabric); rayon velvet pants (European Textile Trading fabric). About $440. Late Sept., Bloomingdale's; Montaldo's; Rich's; Barton/Sligh's; Jacobson's; Harzfeld's; Lou Lattimore; Sakowitz; I. Magnin. Pin, earrings: Elsa Peretti of Tiffany. **For day, the same narrow tunic-ease goes on, but in soft herringbone tweed,** *right:* a hooded, beige-and-grey tunic of a dress from Geoffrey Beene, pulled over a turtleneck of grey angora. Warm, wonderful country-feeling textures, made more so with a backpack and polished leather boots. Beene Bag dress, about $94, and sweater (angora, lamb's wool, and nylon), about $48. Both, Bergdorf Goodman; Kaufmann's; Halle's; L.S. Ayres; Hovland-Swanson; Balliet's; I. Magnin. Hair, Christiaan; makeup, Ariella. Accessories, next to last page. **Fragrance tip:** Designers' names are more than just a status symbol on perfume—they're a guidepost—i.e., if you like their clothes, you're likely to like their fragrance, too. Case in point: Geoffrey Beene's "Geoffrey Beene," clearly—enticingly—his.

A.M.

..sometimes it's texture

ARTHUR ELGORT





COUNTRY/WEATHER DRESSING: Great new gear

If you live in the country—full time or part . . . if you love being out-of-doors, you're going to have a great year. Because you're going to find—from real designers—everything you could ever want in the way of country/weather dressing (which means no more pot luck in an army/navy store or catalogue). Everything looks good, looks real, and it works.

Key country jacket—the blouson—in suède, *far left:* a soft dark-brown suède with the added warmth of a big fur collar to pull up around your face, drawstring hem. To wear over a beige cable-stitched cashmere turtleneck; coffee cavalry twill trousers. Donna Karan for Anne Klein & Co. Jacket, with opossum collar, about $310; sweater, about $70. Late August, at Saks Fifth Avenue; Montaldo's; Higbee's; Hudson's; I. Magnin. **Easy as a sweatshirt,** *center:* the neat, perfectly simple drawstring-blouson in navy wool flannel, with front-slit pockets. Here, zipped over grey flannel trousers . . . another day, over a tweed skirt. From Originala by Jacques Tiffeau. Woolmark jacket (Anglo Fabrics, loomed in America), about $230. Mid-September, at Elizabeth Arden Salons; Higbee's; Stanley Korshak; Hovland-Swanson; Frederick & Nelson. **Super-casual,** *near left*—the racy little pullover blouson in a brown lumberjack plaid with knitted waistband, over a turtleneck, narrow corduroy trousers. Bill Kaiserman for Rafael. Blouson, of wool and polyester, about $135. Early September, at Bonwit Teller; Sibley's; Kaufmann's; Charisma Boutique, Chicago; Neiman-Marcus; I. Magnin. Hair, Harry King; makeup, Sandra of Xavier Coiffures. All accessories, next to last page. . . . **Beauty tip:** For the kind of shining, healthy hair that can go uncovered in country breezes, you need the right kind of care. Starting with the right shampoo. One that works well for damaged hair: Redken's acid-balanced Amino-Pon Shampoo.

JACQUES MALIGNON

Deep rich Burgundy, *opposite left*—the real color that's a neutral—it goes with everything, whatever the weather. Here, an easy, snap-front hooded Burgundy slicker with sleeves to roll back and strap. Blassport. Of rayon and polyester. About $100. Late August, Martha; Nan Duskin; Kaufmann's; L.S. Ayres; I. Magnin; Lady Albert Ltd., Seattle. . . . (His poncho, it could be yours—see next page). **The dash of a Burgundy wrap raincoat,** *opposite center:* trim and narrow, with epaulettes, small notched collar. Over a big turtleneck, corduroys—smashing country dressing! Donna Karan for Anne Klein & Co. Coat, of polyester and cotton. About $260. Late August, Saks Fifth Avenue; Kaufmann's; Hudson's; Balliet's; I. Magnin. **The rugged rain classic,** *opposite far right:* in Burgundy, the extra-roomy, hooded poncho with side snaps—it swings over everything. Kasper for J.L. Sport. Of polyester and polyurethane (Lang Gorée). About $80. Bergdorf Goodman; Hudson's; Stix, Baer & Fuller; The Carriage Shop, Dallas. Hair: Sahag for Maniatis; makeup, Sandra of Xavier Coiffures. Accessories, next to last page. *This page,* **color sensation—Paris sensation!**—Castelbajac's fall/winter collection. No one used color the way he did—bright, clean, primary color mixed in totally unexpected ways for the most modern, inventive work-and-weather dressing anywhere! Here, some of our favorites: **1.** The biggest, brightest gitane-blue cotton poncho, grey tweed lining; canary-yellow jogging suit. Poncho, about $180. Suit, of wool and acrylic. Pants, about $50; sweatshirt, about $65. . . . **2.** The quilted green jersey pullover, cotton jeans, fuchsia scarf. Pullover, of cotton and polyester, about $85. Jeans, about $55. . . . **3.** Red-and-white dressing: the reversible quilted cotton vest; brushed cotton sweatshirt with knit turtleneck collar and cuffs; quilted drawstring pants. Vest, about $65. Sweatshirt, about $65. Pants, of cotton and polyester, about $75. **4.** Rainy-day blues: hooded satiny raincoat with black quilted satin lining; hooded cotton blouson pullover; wool drawstring jogging pants. Raincoat, of polyamide, about $210. Blouson, about $80; pants, about $70. . . . **5.** His raincoat in off-white waterproof cotton lined in red—drawstring waist, big patch pockets, and nylon rain hood that tucks in the collar. Plus brushed waterproof red cotton blouson; jogging pants. Raincoat, about $185. Blouson, about $80; pants, about $80. All, at Henri Bendel; Higbee's; Donald J. Pilner's Right Bank Clothing Co., Beverly Hills. Hair, Guillaume of Mod's Hair; makeup, Daniel Demanjean for Max Factor, France.

Beauty Tip: Another way to brighten a dreary day—any day—glowing makeup color—it's an instant lift. From Lancôme, lots of it: the new Macquiglacé collection—fat little compacts filled with Moisture-Rich Lip Gloss in shades from Champagne to Raisin. Plus Glowing Liquid Blush in a color for everyone.

great raingear... great color!

1

2

3

4

5

ALEX CHATELAIN/JACQUES MALIGNON



COUNTRY/WEATHER GREAT BEAR

thin tops, heavy sweaters— great weatherproofing!

Against the rain, the wind, the cold—a thin nylon covering over a heavy sweater—it's the unbeatable combination! . . . **1. The thin windbreaker-shirt over a sweater**—honey-beige nylon with zip top, drawstring waist, wrist snaps—the lightest layer of weatherproofing—and it works! Cinnamon (Travis fabric). About $32. Late Aug., Henri Bendel; Ivey's, North Carolina; T. Edwards, Atlanta; Frederick & Nelson. Hair, Harry King; makeup, Sandra of Xavier Coiffures. **2. Indispensable!**—the kind of oversized, light nylon rain poncho everybody can use (see last page). In forest green, with snap front, snap sides, hooded visor—it covers everything! Cinnamon. About $46. At Henri Bendel; Joseph Horne; Halle's; Dorso, Beverly Hills. **3. The longer, warmer, any-weather jacket:** water-repellent beige poplin lined in wool flannel with elasticized waist, detachable hood, and plenty of room for sweaters—i.e. wide sleeves, deep, square armholes. Jane Charney for Drizzle. Of polyester and cotton (Nino by Tandler Textile fabric). About $125. Saks Fifth Avenue; G. Fox; Kaufmann's; Woodward & Lothrop; Swanson's; Famous-Barr; I. Magnin. Hair, this page: Sahag for Maniatis; makeup, Sandra of Xavier Coiffures. **4. Racy raingear:** the lean, waterproof putty-color jumpsuit, buttoned at the ankle. Concept VII, of polyurethane (Ivey International). About $150. September, Off Broadway Boutique, N.Y.; Woodward & Lothrop; Bullock's Wilshire. **5. New country turtleneck**—in grey knit, with a big, side-buttoned ribbed collar, ribbed cuffs and waistband. By Vaccaro, of acrylic and wool. About $75. September, at Settebello and at The Village Place, Mass.; Shop for Pappagallo, Va. **6. Great to have**—the thinnest nylon snap-front raincoat that comes in its own little canvas bag. Bright red, over an oatmeal Shetland pullover and scarf, beige corduroy pants. Coat, Alice Blaine For The Smiths (N. Erlanger, Blumgart fabric). About $38. Mid-August, at Bergdorf Goodman; Hudson's; Hovland-Swanson. Sweater and scarf, Pierre Ancel, about $55. Late Aug., at The New York Jax; Hudson's; Hovland-Swanson. **7. The sweater you've been waiting for**—the smallest-fitting turtleneck in a thick, nubby-textured wool—brown flecked cream, with two little buttoned watch pockets. Beene Bag. About $98. At Bergdorf Goodman; Nan Duskin; Jacobson's; Dayton's; Frederick & Nelson. Accessories, next to last page. ...**Beauty tip:** Country air—no matter how invigorating—and damp weather do strange things to your hair. So...if you're planning to spend a lot of time outdoors, a good conditioner is extra-important. A classic—a worker!—Treatment de Pantene.

JACQUES MALIGNON



new classics ...great anywhere

The pretty new look of a cable-stitched sweater, *left*—a small-fitting boat-neck pullover—one of the most becoming necklines ever invented! In plum wool, narrow-belted over plum flannel trousers—a nice change from greys and browns. Rena Rowan for Jones New York. Sweater, about $33; pants, of wool and polyester, about $45. Available late August, Bloomingdale's; Higbee's; Hudson's; Harzfeld's; Bullock's. Hair, Sahag for Maniatis; makeup, Sandra of Xavier Coiffures. **The perfect top to pull on over other tops,** *right*—a soft, plum cashmere overshirt with an easy, polo-shirt neckline—the lightest, warmest shirt you could add. By Dalton. About $95. Sports and Travel, N.Y.; Hudson's; Hovland-Swanson; Bullock's. **The trenchcoat with a button-out lining,** *opposite left*—new version of *the* classic rain protection. Stone-color cotton twill with a grey flannel lining—it goes any weather, any season, anywhere—here in the country (great for walking in wet grass) over taupe corduroy jeans and copper Shetland pullover. Calvin Klein coat and jeans (late August). Coat, of Nino by Tandler Textile fabric. About $278. Cotton corduroy jeans, about $64. Sweater from Crazy Horse. About $20. All, at Lord & Taylor; Hudson's; Bullock's Wilshire. **Clean, classic sweater-and-shirt dressing,** *opposite right:* a good-looking V-neck pullover in black wool knit with cable stitching, over a tiny-check grey-and-white cotton shirt, plus grey corduroy jeans—pulled-together casual. Pierre Cardin, division of Beldoch Ind. Sweater, about $54; shirt, about $44; pants, about $58. Filene's; Garfinckel's; Montaldo's; Stix, Baer & Fuller; Bullock's. Hair, Harry King; makeup, Sandra of Xavier Coiffures. Accessories, next to last page.

Beauty tip: Everyone loves the fresh, clean, unpolluted feeling skin has in the country. But it's not easy to keep it going if you have oily skin. Something that can help: a refreshing, toning, deep-cleansing mask used weekly—a good one, Scandia's Stimulus Natural Clay Masque.

COUNTRY/WEATHER: GREAT GEAR

JACQUES MALIGNON

great coverings for cold, rain... anything

COUNTRY/WEATHER: GREAT GEAR

1. Good-looking, country-looking: the classic wool plaid shirt in green/brown/white; super skinny celery corduroy pants. Shirt, Knockabouts by Pendleton (Pendleton Woolen Mills fabric). About $32. At Patricia Hawkins, Middletown, Delaware; The Milwaukee Boston Store; Bullock's. Franck Olivier cotton corduroy pants. About $62. At Lady Continental, N.Y.; Charles Sumner; Bullock's. **2. The really rugged blouson:** Kenzo's big "uniform" top in khaki heavy cotton canvas over khaki corduroy ankle-pants, with a mustard turtleneck, brown V-neck pullover. Blouson, about $168; pants, about $80; V-neck, about $102; turtleneck, about $88. Sept., Bonwit Teller. Coat, Neiman-Marcus. **3. The best handknit coats**—a tradition at Dorothée Bis. Here, the ⅞ wool cardigan coat in bright saffron yellow over an écru knit turtleneck and écru corduroy skinny pants. Coat, about $145. At Saks Fifth Avenue; Charisma Boutique, Chicago; Charles Gallay. **4. A great country coat**—from Christian Aujard in caramel whipcord with a thin wool plaid lining. Matching whipcord blouson and ankle-buttoned pants. Coat, about $280. Blouson and pants, about $250. Mid-Sept., Bergdorf Goodman; Garfinckel's; Charles Gallay. **5. Classic country**—from Mic Mac, the look of a hooded-and-wrapped sweater in greige tweed, brown turtleneck, and the great-fitting Mic Mac jeans—straight, narrow grey corduroy. Sweater, about $237; turtleneck, about $96; pants, about $61. Mid-August, Sakowitz, Theodore. **6. The most weatherproofing** — Kenzo's big, wide monk's robe of a raincoat in khaki-green rubberized cotton. To throw over everything—here, his heavy beige ribbed cardigan, fuchsia turtleneck, and blue corduroy wrap-skirt. Coat, about $240; cardigan, about $120; skirt, about $75; turtleneck, about $30. Sept., Bonwit Teller. Coat, Neiman-Marcus. **7. The perfect country jacket**—Calvin Klein's camel poplin parka lined in camel flannel with drawstring. And the luxury (warmth!) of his charming little quilted mole vest. Jacket, of polyester and cotton, about $138. Vest, Calvin Klein for Alixandre, of Windsor mole; about $1,000. Parka, late August. Both, Bonwit Teller; Nan Duskin; Saks-Jandel; Swanson's; Frederick & Nelson. **8. The blouson—this year's casual jacket**—in corduroy—the great casual fabric. Dusty plum with suède drawstring, narrow matching pants. Bill Atkinson Ltd., of cotton corduroy (Crompton fabric). Jacket, about $62; pants, about $60. Bellows, Princeton, New Jersey; Hovland-Swanson; Balliet's; Joseph Magnin. **9. On the first cool day, the lightest covering**—the blouson jacket in red brushed cotton, over a red-and-grey striped shirt. A Dos D'Elephant. About $32. Bloomingdale's; Neiman-Marcus; Bullock's. Accessories, next to last page. Hair: Harry King; François Ilnseher; Guillaume of Mod's Hair. Makeup: Sandra of Xavier Coiffures; Daniel Demanjean for Max Factor, France.

1

2

ALEX CHATELAIN


5
6
7
MALIGNON
8

COUNTRY/WEATHER GREAT GEAR

VOGUE PATTERN 1360

VOGUE PATTERN 9584



The charm of a small, pretty sweater-vest, *left,* in the softest, pale-yellow knit to add a slice of real-color color to country-and-sports dressing. Or you can sew the same vest in quilted cotton to wear under a poplin windbreaker-jacket—it works in different fabrics, with different looks. Here, over a tattersall shirt, with a glimpse of the season's key top—the separate sports jacket, in Donegal tweed. (This is the same jacket—Vogue Pattern 9560—we showed last month and we're showing it again to make the point—it goes with everything!) Vest, Vogue Pattern 9584, of lamb's wool, angora, and nylon. Held Fabrics. Bloomingdale's; Samuel Goldberg Fabrics, Philadelphia; Golden Needle Fabrics, Houston. Buttons, La Mode by B. Blumenthal. Concord watch, Tiffany. Other accessories, next to last page. **Do something about the weather,** *right*—sew the perfect little weatherproof jacket: a thin nylon drawstring parka, in beige. For other-weather dressing; try the same shape in quilted cotton, in knit, in gabardine—in a jacket year it's one of the handiest to have. Vogue Pattern 9586. Greenwood Mills fabric. At Bloomingdale's. Pattern details, page 191. Hair, Harry King; make-up, Sandra of Xavier Coiffures. . . . **Beauty tip:** If the pretty look of shorter hair on these pages is making you think haircut, you should also be thinking hair care. Shorter hair needs more body and bounce to give it fullness. And it's usually washed and blow-dried more often. All of which means it needs extra conditioning. The newest source: Clairol's Short & Sassy, a counterpart of their Long & Silky—an extra-rich protein conditioner for all hair shoulder-length and shorter.

Sewing Tips

Re the vest—the pattern calls for a lining. For the sweater-vest (which you want unlined), use bias seam tape around the edges—hem, armholes, neck—then topstitch. You also want it to fit very small—keep trying it on as you go—you may have to take it in. . . . *Re the parka:* thin nylon like this takes special handling. Use only a fine, *new* needle and synthetic thread. Keep the machine tension light to moderate. Do all pinning within seam allowance to avoid snags and rips. For pocket positioning: use narrow, double-faced basting tape. And be sure to follow the machine instructions for special fabrics.

From L.A. to N.Y.C., Neil Simon's Mil

Playwright Neil Simon has a million reasons for laughing. And the two happiest are: 1, his japey movie, *Murder by Death,* for which he ensembled a suave hullabaloo of classy stars, marshmallowed them with new-to-the-screen creepy, Truman Capote; 2, his fifteenth play *California Suite* (actually four one-acters set in L.A.'s Beverly Hills Hotel, a counterpoint to Simon's *1968 Plaza Suite),* for which he commingles a quartet of stage brilliants. Here: the dazzlers and their source, Simon, center (everyone in show biz calls him "Doc," but he prefers Neil); left, Jack Weston, Tammy Grimes; right, Barbara Barrie, George Grizzard —laughing richly all the way from L.A. to N.Y.C.

They loved *California Suite* in L.A. They love it in N.Y. They will probably love it wherever it plays—just as they did Simon's *Barefoot in the Park, The Odd Couple, The Sunshine Boys,* because Simon's the quickest draw with a one-liner, the fastest hand to handkerchief an audience's eye when he's almost broken its heart.

The question everybody's asking Simon now: why did he—an unmistakable New York hat, Bronx-born, borsch-circuit sprung, TV *(Sergeant Bilko)* and Broadway matured —continent-swoop from Manhattan townhouse to Bel Air house with requisite electronic gate, swimming pool?

"I've passed through a bleak period in my life the last few years. I needed change—of scenery, audience. I was in a rut. So we moved out. And this year's been terrific."

AVEDON



People

are talking about...

Summer diversions, the easy-take pleasures modestly booming between the cannon-roar Conventions, Bicentennialistics, Capitol Hill sex scandals. There's reassurance in unexpectedly hearing street-musician Mozart, royal Shakespeare in Manhattan's Central Park, and whole ethnic groups in full festival glow-and-go at neighborhood fairs. . . . Criticism from potent-voiced at-homers and abroaders who knell that a "new pessimism" is wearing down our national "strength." Americans, in this self-probe year, come up with what's good about us (plenty!) and point out that we are, healthily, in a constant state of transition—which does not mean that we are diminishing. . . . Beatlemania breaking out again, epidemic from England where the young have rediscovered Beatle-bests, and this teenager sum-up to a *Rolling Stone* reporter, "All I know about the Beatles is that they were Paul McCartney's old band. . . . My mum tells me they might get together again, but I don't much care. Why should they? They're all rich and . . . old, aren't they?"



DIAHANN CARROLL
Worldly wise, cleanly torchy

UNLEAVENED BEV

Diahann Carroll, who got hitched a year ago, took a sabbatical, and the so-happy-to-be-back sound she makes this month on prime-time Saturday-night CBS-TV. "Marriage," she says, "requires a healthier compromise between a man and a woman than living together does." . . . Young Dr. David W. Hartman, the first blind student graduated from a medical school in this century. And this think-on from Hartman: "I will not be different from any other doctor. All doctors have a disability. Some doctors have the disability of not being able to relate to their patients. Some doctors are a little clumsy in the lab, and some doctors are not as smart as others. . . . We must choose professions in which our strengths are brought to light." . . . The splendid splurge of restaurants summer-borning in Manhattan, with these three lollapaloosas: Windows on the World—for urban vistas, nothing else like it; The Grand Cafe—the most perfect Art Deco interior; The Tavern on the Green—the new beauty right up in old Central Park. . . . This summer's beach lazy-awaysy: casting the projected movie sequel to *Gone With The Wind* (Bette Midler, Scarlett?) and the *Grand Hotel* remake (Dominique Sanda in the Garbo part?—if there is a Garbo part). . . . The matzos crave, with such food-attentives as Beverly Sills, a solid phalanx of seen-everywheres munching unleavened bread.

CHARITY BEGINS IN THE GARAGE

The burgeoning science of investigating animal secretions and odors and how the beasties use these—for communication, a variety of signals. Possibility: when a cat rubs his head lovingly against your leg he could be, literally, by emitting odors, staking a claim. . . . Good-works money-raising and Carol Burnett's happy trend-starter solution: a Black Tie Invitational Garage Sale. . . . The Photography-as-Art zoom, now tiding into European markets, with museums over there grabbing, galleries spawning. . . . The re-place for "drop dead!": "Eat my shorts!" . . . That we-do-anything-for-you service, in Paris, "Luderic," which now joyfully delivers to your house, even to your bed, a breakfast and the newspaper of your choice. . . . This overheard, after viewing masterpiece old French movie *Children of Paradise,* "I really enjoyed that. I was very revolved." . . . The great American I-love-trucks affair, hotter than ever, and the revival of truckers' songs, oldie-oldies like "Trucker's Ball," "Truckin' in My Tails." . . . **Chinese Vodka, tradenamed Great Wall, competing with Russian, Polish—and the surprise: Chinese was started by Russian émigrés in 1918. . . . This sobering fact: avocados will outnumber Americans more than two to one next year.—LEO LERMAN**

lion $ Laughs

People are talking about...

The Season's Surprise

Seven

AVEDON



The seven women on these two pages are the entire cast of the season's shocko-socko surprise. Only the shrewdest entertainment wisehearts had heard of any of the seven until Joseph Papp presented them in his New York Off-Broadway Public Theater. Immediate critic, audience reaction: ecstasy. What do these seven do? In a theater piece almost shorter than its title, *For Colored Girls Who Have Considered Suicide/ When the Rainbow is Enuf*, they soar for some eighty minutes, acting, dancing, singing their loves, angers, dreams—celebrating their being. "Colored Girls..." began as simple readings by poet Ntozake Shange, second from right, in San Francisco bars; dances were added by Paula Moss, second from left; then it came East to its truth-teller glory. "I wrote it for women," says Ntozake Shange, "and I really had no idea that men would be at all interested.... But we have actually done something that's moved people. And that's overwhelming."

On these pages: *Risé Collins, Paula Moss, Aku Kadogo, Laurie Carlos, Trazana Beverley, Ntozake Shange, Janet League*

until-now-unknown young women—each one a standout—laugh, cry, scream their lives out, in a musical poem/play

People are talking about... **Bloomie's:**

store, spa, or s



ELLIOTT ERWITT

Bloomie's team-toppers—everyone in the store reports to one of these: (front) Vincent P. Brennan, Marvin S. Traub, Lawrence Lachman, James S. Schoff, Jr., George Phillips Kelly; (center) Herbert Berman, Allen Lester Gribetz, Burton A. Sachs, Carrie Donovan, John Schultz, Barbara D'Arcy, Theodore A. Zucker; (back) Alan Kahn, Carl Levine, Arthur Cohen; excused because of illness, Joseph Schnee and Leonard Rosenberg.

"I could trust my own taste, but—because of Bloomingdale's — I don't have to"

BY LIZ SMITH

Bloomingdale's People are a positive fact of retail, social, and cultural life in New York City. What life-force draws these fanatically loyal shoppers, strivers, searchers, show-offs, party people, these three-hundred-thousand trendy and affluent customers every week (sixty of those thousands each Saturday—when the store is—in the words of its President, Marvin S. Traub—"in competition not with other stores but with the Guggenheim and Metropolitan Museums, restaurants like Maxwell's Plum and Daly's Dandelion, galleries in SoHo, and the movie theaters")?

The answer is the same as the question: Bloomingdale's People—this time, the people who run the store, who buy for and sell to the Saturday Generation. An extraordinarily bright, quick-off-the-mark bunch, they are impressively zealous, with a kind of family devotion to the store not often found now that stores seldom belong to families.

Founded by two Bloomingdale brothers, Lyman and Joseph, the store is now the showcase possession of the Federated Department Stores, the nation's largest department-store chain. In its Manhattan store and twelve branch stores, Bloomingdale's has 152 buyers, 170 assistant buyers, 7500 non-supervisory employees. Of these, half work in the Manhattan store handling about 31,000 transactions a day.

Chairman of the Board Lawrence Lachman has said, "Bloomingdale's is actually unique because of the people in it. This store is the merchants—the buyers, the retailers, the salespeople. They are the bosses here, and all the rest of us work *for* them and exist to be supportive of them. We are like the accountants who take care of their money, our ad and promotion people are their agency to help them."

(Continued on page 182)

Bloomie's global grasp

In any one year, Bloomingdale's buyers and executives are likely to travel at least five-hundred-thousand miles. Can you guess who went where?

LONDON
PARIS
ROME
FLORENCE
HONG KONG
CALIFORNIA'S NAPA VALLEY (Bloomie's does not sell wine)
MINNEAPOLIS
ARGENTINA
FRANKFURT
URUGUAY
BOMBAY
SAN DIEGO (Bloomie's does not sell ships)
MILAN
COLOMBIA
ZURICH
FRENCH RIVIERA
BARCELONA
DENMARK
CHILE
SPAIN
BRAZIL
PHILIPPINES
INDIA
PERU
CHINA
MOROCCO
TURKEY
HUNGARY
ROMANIA
TUNIS



JERRY P. MELMED

Young designer Candy Pratts has shoved Bloomingdale's windows from eye-catching to mind-blowing. A trench-coated girl dragging a body in a handsome rug was good detective fun; but customers are vociferous for and against such sights as mannequins slot-machine gambling (above), attaché cases reaching the customs desk filled with plastic-bagged white substance (actually rice), and white-tiled steam-room/bathroom scenes that seemed, to some, to edge upon the obscene.

Bloomie's facts and firsts:

- **First department store to have "sky carriage" (elevator) and "inclined elevator" (escalator)**
- **First with the latest from People's Republic of China, South America, U.S. Southwest**
- **Ten-million people ogle home-furnishings rooms every year**
- **Delicacies shop has 146 kinds of bread, three hundred cheeses, a total of seven thousand goodies.**
- **Created special boutique so Queen Elizabeth could shop Bicentennially for Calvin Klein, Ralph Lauren, Anne Klein clothes, visit Aquascutum shop—her only N.Y. store stop**
- **Live dancing in display windows launched clothes by Régine**
- **Tourists tour Manhattan store instead of the Statue of Liberty**
- **Speeded men's Mod revolution in the late 'fifties**
- **Boomed women's foreign sportswear in the middle 'sixties**
- **Zoomed trend to pale, natural wood and glass-and-chrome in home furnishings; now that the country's caught up, Bloomie's is into dark wood and brass, traditionals**
- **Famous faces a commonplace—Queen Sofia of Spain bought skateboards, quilts, sleeping bags, Frisbees, Snoopy dolls, Snoopy chair, a denim jumpsuit for the King, and cutoffs for her kids**
- **Introduced Yves Saint Laurent clothes to American shoppers**
- **Helped Ralph Lauren to start own business—now in $4-million class**

ubculture?



"Bessie, it's them—the Bloomingdale couple."

RAWING BY KOREN © 1973
HE NEW YORKER MAGAZINE, INC.

"When I say I'm going to the city, I mean I'm going to Bloomingdale's"

BY JILL ROBINSON



ISHIMURO

Seven-million "designer" shopping bags per year

Bloomie's coups to come

LATE AUGUST:

- **Famous personality introduces Aquascutum ties and shirts in N.Y. Men's Store**
- **Charles Jourdan shop—built in France and shipped over—opens on Fourth Floor**

EARLY SEPTEMBER:

- **Tysons Corner, first of two new branches in Washington, D.C., area, opens in Virginia**

MID SEPTEMBER:

- **Zandra Rhodes shop opens in Manhattan store**
- **New menswear from Kenzo (only store in Western Hemisphere) and Castelbajac**
- **Castelbajac for women in Paradox**

LATE SEPTEMBER:

- **All-Halston festival: bed linens, menswear, womenswear, cosmetics, toiletries, scarves, luggage—to benefit New York's Committee in the Public Interest**
- **Preview of Richard Knapple's fall model rooms, with special shop of New Guinea artifacts assembled by Stephanie Powers**

SOME TIME THIS FALL:

- **All new, all easier-on-the-pocketbook ready-to-wear departments on Second Floor, accompanied by a new Biba cosmetics boutique and new "giant tester"—masses of Revlon products to try on, eye on**
- **Publication of *Bloomingdale's Book of Entertaining* by Michael and Ariane Batterberry (Random House)**
- **Publication of four major catalogues: fashion (photographs by Richard Avedon), lingerie (photographs by Guy Bourdin), cosmetics, home furnishings**
- **Opening, in Saturday's Generation, of a Saturday Discothèque with disc jockey—other live talent**
- **Bloomie's bounds into the Oriental-rug trade with handmade one-of-a-kinders from Far and Mid East**
- **Men get their own At-Home shop in the New York Men's department**
- **Lancôme Beauty Institute arrives from France, the first in U.S.A.**

On Friday morning, from my house in Connecticut, I call my friend Solange in New York and say, "I'll meet you there at noon." "There" means in the line for 40 Carrots, the Lexington Avenue-level lunch place at Bloomingdale's in Manhattan. It has pots of grape ivy hanging in macrame slings, 40 Carrots T-shirts, alfalfa sprouts, and the line to wait in.

All of these things make Bloomingdale's People feel right at home. We have cut our teeth on the bakery line, where a scalper could pick up a living selling low numbers, and on the lines for the movies across from Bloomie's on Third Avenue. Bloomie's People rarely go to the movies you don't have to stand in line for. Often the lines are the best part. We can case each other.

Fifteen years ago, when I was visiting New York from California, Solange took me on my first trip to Bloomingdale's. The escalator was like the Monorail in Disneyland—it sailed over all these rides. Bloomingdale's is not so much divided into departments as into wish-fulfillment realms where you can pick up the accouterments that transmogrify life into lifestyle.

If you get the right stuff around you, the attitude will catch up. You will feel freewheeling, entertaining, independent, adventurous, and liberated in a kind of stalky, striding-from-the-hip way. In this way, Bloomie's is a triumph of merchandising over matter—for you can often find the same things other places, but it gives a subliminal promise of achievement-oriented, savvy youthfulness that sparks the acquisitive fires.

Doing Bloomingdale's takes a certain competitive drive and assertiveness. The store is a constant exercise in decision making, a populous obstacle course that ups the adrenalin, slows the blink rate to a standstill, and makes you, paradoxically, feel like a winner whether you go home buffered by shopping bags or resolutely empty-handed.

I have sometimes felt a sense of triumph marching out of Bloomingdale's without anything—blocking out all the things United Parcel Service will be delivering. It takes remarkable resistance to leave without buying something. My best defense is trying to pay with a personal check.

On my first trip, Solange took me—in total innocence—to the Eighth Floor, where I opened a charge account, a simple procedure in those days. I sent home to California: Two dozen sheets, forty assorted napkins and placemats, eighteen throw pillows, a dozen Bristol-blue and emerald-green goblets, an entire set of cooking pots, an embarrassing number of Capri pants and Helanca turtlenecks, several woolly mittens and hats, striped ties a rabbit muff and matching jacket, a battery-powered toy car, and two eighteenth-century reproduction hunt tables to arrange in a full circle around an irresistible artificial pear tree complete with partridge.

When I hit the Main Floor, consciousness returned. I went back up to the Eighth Floor and closed the account. A charge account at Bloomie's is the fast car some of us must not have. Although the ambience at Bloomie's feels permissive, the credit department is very sober. Certain friends in outlying territories claim they come to get you with a helicopter.

A side effect of this first excursion was the need to lie down for a week. It is a test of one's physical fitness to be able to do the whole Bloomie's in a day. After the summer, when Bloomie's People go to the Hamptons and Fire Island (Europe is too far; you need to feel you can run in and see what's new and what's gone), they have to work up to Bloomie's again by stages. Start slowly with Design Research on Fifty-seventh Street, work up through Bonwit's, and you should be ready.

You can enter Bloomingdale's on Third Avenue. When I bring my car and park down on Fifty-ninth Street by the X-rated movie theaters, I go in that way. . . . A word here about cars and Bloomingdale's People: They tend to go against the grain and have a car for getaways, but they don't park in garages. They enjoy playing the parking-regulations game, hopping out and moving the car to new safe places. They used to have motorbikes (and Bloomie's had the outfits); but they now have ten-speed bikes, with racks on the backs of the cars for carrying them.

The trouble, for me, with going into Bloomie's on Third Avenue is that I tend to get bogged down at the Men's Jewelry counter, listening to the lovers of all sexes as they huddle together discussing each other's next anniversary present.

The classic way to go into the store is from Lexington Avenue. First, one must dive through the unlicensed vendors on the sidewalk pushing sparkle belts, umbrellas, and copies of replicas of Indian jewelry. I see one rushing past another with his case closed, "Here comes Car 748, he'll give you one ticket if he didn't get you last time."

A staunch bulwark against lower-middle-class taste, Bloomie's must feel conflicted about the phenomenon of Lexington Avenue with its fast-food places, cosmetic supermarkets, and a new, curiously expensive Italian supermarket for clothes up the street that has racks—for instance—of

(Continued on page 178)

People are talking about...



Serious exercise: no sweat when you work out against water. Marathon swimmer Diana Nyad climbed to fame, dripping and beaming, last year after seven hours and fifty-seven minutes of sludge-water swimming--twenty-eight miles--around Manhattan Island; this month, she'll try the English Channel, for the fiftieth anniversary of Gertrude Ederle's cross. An honor student who's a Ph.D. candidate in comparative literature, Diana's a swim coach at Barnard College, is learning German and Russian, has swum the Nile and the Bay of Naples. Next: all five Great Lakes, Miami to Cuba, demystifying the Bermuda Triangle by swimming it.

IT'S BLISS TO LOSE YOUR

BY BLAIR SABOL

Fear of Sweat

Weight lifting for women? New brain-and-body rev-up

In case you didn't know it, it's the year of the solid muscle. Forget all the past head trips preoccupied with "tuning out"—we are now back down to earth and "working out"; forget the visual status of a Halston dress and Hélène Arpels shoes—now it's the Head jogging outfit and dirty Tretorn sneakers (and that's for formal affairs as well); forget the Hermès bag and scarf—now it's the canvas duffel with gym initials on the side and a terry-cloth headband.

Speaking of gyms, in some cities this fitness fad has gotten so overdeveloped (I'm not even counting the recent bug-eyed interest in muscle building in such upcoming movies as *Pumping Iron* and the weighty star rise of lifter Arnold Schwarzenegger that local health clubs and tennis courts have taken the place of theater and other social outings. One gym in Illinois advertises its virtues with a family-membership slogan: "A family that sweats



together/Stays together." Of course, an obvious answer to that is that they had better stay together . . . who else could stand the smell around them?

Sweating is an issue in itself, and some women have yet to come to grips with it. Sweating goes along with other fears of bodily functions such as fear of spitting or fear of belching. But fear of sweating is something that has to be transcended in order really to receive the rewards of any physical workout. And yet it's amazing to me to see so many women in exercise classes going through the motions but never really giving their all, never really bodily and spiritually breaking into a sweat. . . . But then again how could they, when they arrive at class with eight tiny gold chains around their necks, perfectly primped Dairy Queen coiffures, three layers of homogenized shading—rouge, toner, and translucent base (for that "natural athletic" look)—and enough body cologne to asphyxiate all the rest of the class as well as to peel the paint from the walls.

By now, we all know the benefits of rigorous exercise—it increases the flow of oxygen to the brain and blood circulation, reduces hypertension, strengthens muscles, and—least well known—raises the level of a hormone called morepinephrine, which has to do with the happy or "up" emotional responses (many physical-fitness freaks swear by this "high" after working out). It's no wonder some women have indeed given up Jung and his theories about happiness and have taken up judo with its high throws for tension release.

Who can deny that feeling of getting off on your own power? Somehow there has to be a correlation between getting your body under control and getting your life under control, as well.

It's interesting that most of the women I know (myself included) who have just started jogging or doing tough calisthenics were never athletic in high school or college. Gym classes and school sports were humiliating, because teams were something you had to "go out for," something you "made" or didn't make. Not to mention the awesome persona of the female gym teacher who resembled a Mack truck, with her tiny egg-roll pageboy bob in a hairnet, a fist for a face, and a cement grinder for a voice. How could anyone hope to become involved in body movement with such an inspiration?

Most of my energy in school days was spent in the ladies' room using my finger muscles in efforts to duplicate my mother's signature on excuse notes for gym class. I do remember my hockey coach looking puzzled over the fact that I suffered severe menstrual cramps almost every other week when I was only in the second grade.

So school athletics did nothing to help me understand that sports could mean "body awareness," and that they have nothing to do with victory or defeat, with climactic plays or masculine-looking upper thighs. In school the instructors never even mentioned the "transcendental" experience you get from physical power. As George Leonard, author of *The Ultimate Athlete*, wrote: "Even now, the President's Council on Physical Fitness pushes physical activity on us like a prescription.



It will make us healthy, prevent heart attacks . . . keep us out of trouble. Not a word about those moments at the height of exertion when an unexpectedly graceful movement connects us to the turning of the planets and brings validation from the cosmos itself."

Most of the professional athletes, such as brilliant marathon swimmer Diana Nyad (photograph opposite), talk about this attainable spacy level: "I can't tell you what it's like when I'm swimming strongly and smoothly and in unison with the water. I get to this point inside myself where I feel, I mean *I just know*, I was made to live in the water." Diana understands the laywoman's problem of inner fear of experiencing true physical exertion; but because of her own rewarding encounters with exercise, she feels emphatic about other women getting involved on whatever level they can endure.

"Too many women stop exercising because no one takes the time or the interest to get them past the boring plateaus," said Diana. "Exercise is tedious and repetitive—but you can be taught to get beyond that and to make it work for you. What's the sense of sweating if you can't feel those extra waist rolls melting away or aren't able to serve a stronger top-spinned tennis ball."

Diana Nyad hasn't found anyone treating her differently because she is a "female jock."

"You see, jockdom is what women equate with sweat. They've been conditioned to believe that if they sweat, they'll become men or lesbians or that their arms will fall off. Actually, that's an American attitude; in Europe, a female athlete with a strong body is regarded as beautiful."

Diana's trainings are indeed tough—weights, short sprints, and, of course, swimming laps. "Exercise doesn't work unless it finally begins to hurt," she said. "Unless a woman is willing to give in to that pain and to flow with it and above it, she'll never understand that marvelous, miraculous feeling of physical exertion. It's because of that feeling that a woman should exercise and not just because she reads somewhere that Mary Tyler Moore stays thin and trim that way." The "hurt," of course, is the pain of effort that comes from going beyond easy exercises to real muscle stress—not immediate pain that signals something wrong. You should never continue to exercise in that situation, never begin an exercise program without your doctor's OK.

"I truly believe that through sweat and strain come the stamina and endurance, not only bodily but mentally, that build confidence," Diana continued, "and what do women need most today but self-confidence? I can tell you that my own positive self-assurance comes from the fact that I know my own body like nobody else."

According to Diana, it's not that women are afraid to sweat but that they're afraid of their own strengths. "Naturally, at first, they're afraid to lift weights because their arms tremble, their eyes bulge, and they see themselves making faces that give them four sets of double chins—overall, they look out of control.



"It's amazing to me how self-conscious women are these days about themselves and how afraid they are to test out their bodies. Men are taught from the day they are born that the world is at their feet, that they can become anything they want, and that they can pump 160 pounds of power into their pectoral muscles. Women, on the other hand, are taught to act like ladies and to do what they want to as long as it doesn't offend—and God forbid that they should ever have to lift their own luggage, let alone a ten-pound barbell.

"In the field of exercise, women have got to stop questioning whether they look better in mint-green or royal-blue leotards. They have to get down on that rotary press or on that cycle machine and find out where and what their bodies are."

By the way, Diana tells her trainees to wear not leotards and tights but track shorts and T-shirts, because she feels that women become more aggressive in the track outfit. "For some reason, in a leotard and tights everyone becomes too involved with looking at herself in the mirror and not enough involved with the doing on the floor."

Obviously, Diana stresses swimming as the best high-exertion sport for a woman just starting out: because you can build endurance. And—beside that—you won't sweat.

Now what about this weight-lifting business for women? First of all, it is considered by pros to be the best way to work out. And women should not be afraid of developing the same deformed, bench-pressed backs as the musclemen, since women lack the male hormone testosterone that is responsible for all the spicy beefcake.

There is a new form of weight lifting, called the Nautilus tech-

(Continued on next page)

LEONID D. LUBIANITSKY

Fear of Sweating

(Continued)
nique, that is attracting women because it builds longer and leaner muscles and doesn't require a lot of repetitions, like the dumbbell approach. Greg Ellis is owner of a successful Nautilus Sports Fitness Center in Broomall, Pennsylvania, and has been studying and working with women extensively for the past seven years.

"I found it's not only fear of sweating but fear of the equipment that women have to get over," said Ellis. "Particularly with the Nautilus machine, because it's so big and intimidating. A woman has to learn how to set the right weight for herself, and to strap herself in, and to watch the pulleys, and all the while she might feel like Frankenstein; but all of that disappears as she begins to feel each part of her anatomy really pumping."

Ellis is a strong believer in weight lifting for women because "the results are immediate. They can't help instantly coming into contact with their muscles, their heartbeats, and their endurance; with jogging, it might take a mile before they realize all of that—with the Nautilus, it's a matter of seconds.

"Strangely, I've found, that even the meekest, most frail-looking women who come in here for the first time are amazingly strong. And I think that first recognition of her own strength is a terrifying episode for a woman.

"As a woman lifts that twenty pounds to the point of extreme discomfort, she may wonder why the hell she's doing it. She may go through a whole dialogue in her head, telling herself that this whole thing is ridiculous, that it's more than ridiculous, it's death.

"But feeling as if you are going to die is another wonderful level of awareness. Once women and men start understanding that kind of sweat—that feeling of death—then they will see how truly alive their daily lives become. Don't forget, most people have never experienced anything beyond what is comfortable to their bodies—other than traumatic accidents such as bone fractures or muscle sprains."

Now you may think that Ellis is off his rocker and into new-age masochism; but he is talking body consciousness, and the physical peak point he has noticed for women comes "when they finally drop all that dialogue in their minds while dropping some sweat, and then they finally release their first big grunts or yelps. Most women aren't even aware that they are making sounds, and usually they are the women who, before they started working with weights, would

(Continued on page 184)

AUGUST

NEW AGE

People are talking about...

THE HAZARDS OF IATROGENIC DISEASE

the disease that doctors give you

BY NISSA SIMON

The common cold is probably the most prevalent disease in this country. Running a close second (and possibly outdistancing it) is iatrogenic (ī-at'rō-) disease, a term used by the medical community to mean *any* adverse reaction, either major or minor, to a medical or surgical treatment. If a person sensitive to penicillin receives an injection of it, swelling of the blood vessels in the throat and the resulting inability to breathe is an iatrogenic disease. A black-and-blue mark that results from drawing a blood sample is considered to be an iatrogenic disease, although of the most minor kind. Both are unexpected, adverse reactions to a treatment or procedure.

> "Each year in this country, anywhere between 5,000 and 120,000 people die due to adverse drug reactions"

The term iatrogenic comes from the Greek, *iatros* meaning physician and *genesis* meaning origin. Disease is a term used to mean any deviation from a state of health.

Adverse effects of medical or surgical treatment are widely discussed in medical journals. Consider these facts:

Each year in this country anywhere between 5,000 and 120,000 people die due to adverse drug reactions. Estimates vary.

A survey of a group of physicians in England showed that one out of every forty of their consultations was thought to be the result of the ill effects of medical or surgical treatment.

The easiest iatrogenic diseases to recognize are the disasters that occur in epidemic proportions. The outbreak of poliomyelitis in 1955 from the use of an incompletely inactivated polio vaccine is

such a case. Congenital defects among children born to women who took thalidomide during pregnancy and the incidence of vaginal cancer among daughters of women who took DES to avoid spontaneous abortion are two more recent examples.

Reactions that occur long after exposure or only after prolonged exposure to a specific drug are the most difficult to detect. The ability of chloramphenicol (an antibiotic marketed under the name of Chloromycetin) occasionally to induce aplastic anemia, a fatal blood disease, after prolonged use is a typical example of such an unanticipated reaction. Experimental studies on animals before the drug was marketed and initial trials of the drug on humans did not show any relationship between the antibiotic and the blood disease. The relationship showed up only after the drug was used by patients for prolonged periods. Evidence of a relationship between blood clotting and the contraceptive pill wasn't discovered until millions of women had used the Pill for a considerable length of time.

An instance where the relationship of a medical procedure to a specific disease wasn't discovered for many years is the connection between overexposure to X-rays and leukemia and other cancers. That relationship was discovered by physicians who were themselves victims. Radiation was used to clear up acne; years later, disfiguring skin changes and malignancies directly attributable to the radiation showed up. Radiation also was used to reduce the size of infected tonsils and adenoids; in some cases cancer of the nasal pharynx developed. At the present time, radiation is used for both diagnosis and therapy. None of us would give up willingly either use of this incredible medical technique, but as medical understanding becomes more sophisticated, it is used more conservatively.

Iatrogenic disease has been with us since physicians started treating health problems. Purging and blood-letting probably killed more people than they ever saved when they were considered the treatment of choice. Why, then, are we so aware of the problem now? For one thing, a large number of drugs and techniques developed recently affect diseases that were untreatable in the past. One physician at a prominent medical center said, somewhat facetiously, "As we run out of all the old familiar diseases to talk about, medicine and surgery create new ones for us to investigate. Post-dialysis syndrome [which includes fever, chills, and inflammation of the sac around the heart] is a new complication that's iatrogenic, for example, but it's an acceptable risk because the alternative to dialysis is death due to kidney failure." If treatment or surgery is a lifesaving procedure, the risk of adverse consequences is minor placed next to the obvious alternative.

Only a small fraction of surgery and a smaller fraction of medical treatment involve life-and-death decisions. Most are directed at relief from discomfort or disability: "A great many treatments that result in iatrogenic disease represent difficult decisions and ones for which the patient must seek the best medical advice there is and abide by it," one doctor said. "The real tragedies are the ones in which a patient demands 'a shot of something' for a minor head cold that results in a sensitization that causes death."

The most common iatrogenic occurrences fall into relatively few categories—adverse reactions to antibiotics and ill effects of surgical procedures top the list—and there are steps we can take to cut down the alarming numbers. The first, of course, is to seek the best medical advice there is. The next step is to know as much as possible about the suggested treatment, especially if it involves prescription medications. There is continuing controversy and strong disagreement among physicians about patients' questions in this area. Many physicians feel some patients are too susceptible to suggestion and that listing a number of side reactions to a drug will insure that these reactions occur. Others feel this is a problem to be dealt with on an individual basis. They would rather run this risk than have patients believe that side reactions are another disease process or have patients who don't report sometimes dangerous reactions because they don't know there is any connection between the medication and the reaction.

One concerned physician insists that patients have the right to receive certain information. "No one should be hesitant or shy about asking questions," he said. "When it comes to medication, the first question should be, 'Do I really need this drug or will I get better without it?' Patients should ask about side effects and how to recognize them. If they occur, does the physician want a follow-up visit or is a phone call preferred? Patients should also ask how long it will take for the drug to work. If it's not working, when will that become apparent and when should it be discontinued?"

Several physicians countered that, in a busy practice where they write dozens of prescriptions a day, it would be impossible to take the time to run through side reactions with each patient. Is there anything a patient can do about this? Yes—ask for printed inserts explaining precautions and side effects either from the physician or from the pharmacist when the prescription is filled. Physicians and pharmacists may be slow to come around to this idea—many objected strongly to the Food and Drug Administration requirement that inserts be included in every package of birth-control pills. The FDA will probably insist on wider use of package inserts in the near future, because a new survey of women using birth-control pills showed that close to 90 percent read the insert and most wanted more information about other drugs, especially side effects, precautions, and concurrent drug use.

Physicians should ask—and if they don't, should be told—about any known drug sensitivity when a prescription is written. If it isn't prominently displayed on the (Continued on page 183)

HOW TO PROTECT YOURSELF--SOME

1. Don't ask physicians for medication routinely. "If it's bad enough for an office visit, it's bad enough for medicine" doesn't always hold true.

2. Do ask about any prescribed medication. What is it? What are the side effects? How long will it take to get results? Is it really necessary?

3. Don't expect your physician automatically to remember your severe reactions to a specific drug. Remind him or ask that it be prominently noted on your chart.

4. Do carry a card in your wallet or wear a bracelet stating specific drug reactions or medical problems if they're life-threatening.

5. Don't accept X-rays routinely. Make sure they are necessary and for a specific purpose. "Just to reassure you" isn't a good enough reason.

6. Do ask for a second opinion when surgery is recommended, especially with controversial procedures. If the two specialists disagree, seek a third opinion.

Common Iatrogenic Diseases

ASPIRIN
Stomach irritation, rash, possibility of gastrointestinal bleeding from erosion of stomach lining, unexplained hives. Rarely—bone-marrow depression.

IMMUNIZATIONS AND VACCINATIONS
Fever, local skin swelling and irritation; people allergic to eggs may have severe reactions to vaccines using egg yolks as culture medium; smallpox vaccinations can cause fatal skin reactions in people with eczema; tetanus shots can cause swelling of the throat.

CONTRACEPTIVE PILL
Irregular menstrual bleeding, vaginal discharge, weight gain, headaches, failure to resume normal menstrual function after discontinuing the Pill, clots within blood vessels (not a common reaction but one to be considered in women with previous history of clots or vein disease).

ANTIBIOTICS
Stomach upset, fungus infection, hives, and skin eruption are most common side effects. Less common are diarrhea due to destruction of normal, beneficial bacteria in intestinal tract and development of infections due to resistant organisms.

STEROID CREAMS
Allergic reaction; spread of infection if used to treat infection instead of allergy.

SURGERY
Lost sponges (that hoary joke) are a reality; ill effects of anesthesia, which may be fatal; abundant scar formation (keloids); infection; misapplied casts causing circulatory problems; incompatible transfusions, or those transmitting hepatitis.

AT HER PARIS APARTMENT, RIVIERA HOUSE, OR YACHT,

IRRESISTIBLE LIFE

BY FRANÇOISE DE LA RENTA

Hélène Rochas (as she says, "After a certain time, one does not change one's name . . ."), Hélène—soft voice, ringless hands, and gigantic blue eyes—moves around her houses slowly, enjoying everything she sees, every object and picture, smelling every flower, and, without seeming to, checking the order, the atmosphere that she has created around her—in which she likes to live with the people she loves. She looks as if everything she does is effortless, but she has great inner force, willpower, and a determination to get what she wants—friends as well as objects as well as men.

Her femininity and fragile looks have always been assets in her life and she admits she has used these assets a lot! A rebel against "la bourgeoisie" (from which she comes) since she was sixteen and wanted to be a movie actress, up to today, when she has been living for ten years with the man she loves, Kim d'Estainville: Kim—a landowner, brilliant, sharp, exceptionally good-looking, and English-educated.
(Continued on page 192)

Far left: Hélène's favorite "Blue Room" in Paris with part of the collection of Art Deco she started before the style returned to fashion. The large painting: "Moscow," 1913, by Alexandra Exter. Center: Hélène on a 1920's lacquered canapé by Eileen Gray. Near left: the villa's garden, one of the most splendid on the Riviera.
(Continued on next page)

HÉLÈNE ROCHAS RESISTS NOTHING BUT THE ORDINARY

KAREN RADKAI/HORST


1


2

3

4

5

6

1. *In Paris, Hélène in the Louis XV bed she calls her "roulotte" (caravan). Beside her bed, her dog, Lotus, and, unseen, mineral water (she drinks two liters a day), as well as a heart-shaped box with Jordan almonds ("I adore them. My weakness").* **2.** *The garden, freshly green and white.* **3.** *Hélène, organizing her day; she spends an hour and a half in the morning planning meals, handling business, calling friends.* **4.** *In the Paris sitting room, over the fireplace, a 1920 Léger. On the leopard-patterned alcove wall, a collection of Balthus drawings, a Picasso gouache.* **5.** *In the large living room, a 1925 Kandinsky over the sofa, and a feast of Art Deco: a late 1920's rug designed by René Crevel; a pair of bronze snakes by Brandt supporting Daum glass shades; lacquered screen by Dunand.* **6.** *Living-room detail, pointing up Hélène's skill at mixing periods: eighteenth-century* biscuit de Saxe *sphinxes face a rare Picasso vase dated 1954.*

FOR HÉLÈNE ROCHAS, IN PARIS: ART DECO—PLUS

KAREN RADKAI

7. *Kim d'Estainville and Hélène on the yawl "Sayonara," designed for cruising the Mediterranean.* **8.** *The terrace of the Cap-Martin villa, "La Dragonnière," overlooking the magnificent garden with its topiary.* **9.** *"Sayonara's" saloon, paneled in the blond, natural tones Hélène loves. She asked her friend François Catroux to decorate the yawl: "He has a certain rigorousness which is necessary on a boat, and a taste for exoticism like we do."* **10.** *The villa's white summer sitting room, dominated by a huge banquette; Victorian wicker furniture.* **11.** *The "Sayonara," with a crew of six, has, in addition to the master quarters, three double cabins.* **12.** *Hélène on the terrace.* **13.** *The pool, with a tent for changing rooms, parasols from the marketplace in Verona.* **14.** *Table set for lunch on the veranda. The air of comfort depends on order, efficiency. "If you want to be happy," Hélène said, "you have to make plans, decide what you wish."*

...ON THE CÔTE D'AZUR, THE YACHT: COMFORT—PLUS

HORST/DAVID MASSEY

THE PASSIONATE TRAVELER

On Spain and in it

BY PETER S. FEIBLEMAN

They ask you why you love it. At least the nice ones say love, the observant ones anyway, the sometimes friends and always acquaintances who have seen you, over a span of many years, go tearing off to the center of the Iberian Peninsula not so much like a bat out of hell but as a man with a little coiled-up hell in him that he can't uncoil anywhere else. Or wouldn't. Still, as long as they don't ask you why you *like* the place you're all right—you think—because of course there isn't much to like about it. You love it or you don't. It's one of those.

And so you turn to that overused and catchall and all-American word, love, with a certain sense of relief, and fall flat on your face. While you're in that position you do some thinking, silly thinking, the kind in which it occurs to you that *like* and *love* are the same word in Spain (it just depends on how you use it; in Spain, they don't use it much), which helps not at all. Nothing helps. You try something. There is no sky like any Spanish sky, you say. No good. Go look at El Greco with his pure spaghetti heaven full of angels and glory looking down over doom and gloom and mourning on earth. That doesn't help either. It's there, all right, and he got it, but it doesn't help. Goya got it the best—he got the humor and the wonder and he kept Italy out of it—but then you have to love Goya. What next?

What you usually wind up doing is explaining what the place is not. Spain is not lush like Italy. Well, *most* of it isn't. Spain is not pastel colored and skin-pretty like its younger sister, Portugal, nor as annoying. It's enraging. The same as most things with a prettier younger sister, Spain got the brunt of the parental slam while Portugal toddled off with a full dance card: Spain is neurotic; Portugal's a bitch. There is, for instance, the nostalgic lilting Portuguese folk song called *fado*, which has been attributed to homesick Portuguese sailors, and sounds like it. It has about as much in common with *cante hondo*, deep song, the Spanish gutbucket *flamenco* Moorish Jewish growl of something enslaved, as, say, face powder has to do with blood. Spain isn't bloodless but it's deep. There it is, that's a little better: the blood runs deep in Spain.

The surface is stark and often shocking to look at. It fades the eye. (Continued on next page)



THE SHOCK OF CONTRAST

The reassuring persistence of romantic Spanish landscape. . . . Noble example in the inland, north of Madrid: Segovia, a two-thousand-year-old honeycomb town upon a vast rock pinnacled by a Book of Hours fortress-castle, the Alcázar, near right. From the surprise heights of the Alcázar, vistas of Old Castile, sun-scorched ochre land; stillness split suddenly by peacocks screaming in the deep, dry cleft of the Alcázar's moat. Far right: a romantic garden oasis in the coastal south, near Málaga. A secret private place belonging to the family of the Duke of Aveyro, the garden goes generously public all year long. El Retiro Hacienda de Fray Alonso de Santo Tomas is a statue-haunted, green-thought, water-murmurous, late-eighteenth-century place—the quintessential Spanish garden transfixed beneath the high, intensely blue Spanish sky.

ALEXANDER LIBERMAN



(Continued) Throughout the country the earth itself is shattered and fragmented, with enough mountain ranges and roaring valleys to keep people

In a love affair with Spain, nothing really helps– except being there

apart for generations. Spain was, still is, quite tribal. A modern Catalonian importer trying to do business with a Castilian is as funny today as he must have been four centuries ago when clever people from Barcelona wondered what all the fuss was about from a man fighting windmills.

True, the Catalonians are skillful. The Castilians could drive you up a wall—until you get down to Andalusía and find out what incompetence is really all about. The day the electric blender hit Seville there was gazpacho on every wall in town.

Extremadura, the province to the west of those two, is one that nobody hears much about, due to its being populated by Extremadurans who don't talk a lot about their land (or about anybody else's, except to say that Madrid is sin-city and Seville is a castanet-ridden frolick hole that shouldn't happen to a dog).

Then there're Murcia and Valencia. Valencia's all right, the Andalusians say, if you happen to like oranges. *Nothing but* oranges. And if you follow that coastline north, you're back up in Barcelona, with a different language (which has its own syntax, grammar, and literature) and more affinity with France than with any of its Spanish neighbors.

Then there're Aragon, Navarre, the Basque provinces, Asturias, León, Galicia. All different. Each one thinks it's Spain, and each one is, and there are, of course, two Castiles—Old and New.

The central Castilian plateau...

Oh, the hell with it.

I love these:

The smell of cooking in Madrid. (Continued on page 190)



Bicentennial summer and Heads-of-State welcoming is part of the year-long celebration glory. From Spain, young King Juan Carlos I and his Queen Sofia, above, heralding new-surge Spanish vitality; also a royal flourish of Goyas, eight of them—including the portrait, far right, of Don Juan Carlos' ancestor, King Carlos III—on loan from Madrid's Museo del Prado to Washington, D.C.'s National Gallery of Art, Manhattan's Metropolitan Museum of Art. "Real charmers, the King and Queen," said a Metropolitan Museum staffer after the Spanish monarchs had opened the Goya exhibition during their four-day visit. "A little bit giggly when asked to pose by the reporters. . . . Royals are always so—royal, but these young folks—they're so accessible."

PRINCESS MARIANNE SAYN-WITTGENSTEIN



THE METROPOLITAN MUSEUM OF ART, ON LOAN
FROM MUSEO DEL PRADO, MADRID, NO. 737

IN AMERICA, ROYAL VISITORS FROM SPAIN

IF IT'S TUESDAY, IT MUST BE JADRAQUE...

3 country days

Where to go

In Spain, a few hours' easy driving takes you from the elegant heart of the capital city to historied country towns, with plenty of good food and wine along the way. Here, three sunny day-trips spoking out from Madrid, an ideal base. Roads are excellent, well-marked, with good service stations; S.E.A.T.'s (Spanish-built Fiat cars) perform reliably.

1 Follow the dotted line on our map, spinning northeast on the National Highway II, first to Alcalá de Henares, a sixteenth-century university town, then on to Guadalajara, above the flat, sun-toasted wheat fields (a total of thirty-five miles). Continuing northeastward, about thirty miles, a left turn and following route 204 will take you to the sudden view, like an apparition, of Sigüenza—about seventeen miles away, a medieval fortress-town like a fist on a hilltop—described here by novelist Peter S. Feibleman (who tells more about his enduring love affair with Spain on page 150):

"A fine echo-empty Castilian town built on the steep slope, Romanesque and Gothic and Mudejar, hidden things, a church, walls grinding to dust and views and the whispers of children."

Stop to picnic or for a siesta along the way. Madrid's Villa Magna—like many other hotels—prepares great picnic baskets.

North from Sigüenza, on route 144, to see the town of Atienza, with hilltop fortress in mellow ruin, seven churches. Returning, turn right onto route 101, and drive about twenty-five miles to Jadraque, a small, castle-topped town, then downhill and across the Henares valley, past young resorts edging vast man-made lakes where Madrileños summer. After some steep, sharp curves, your road rejoins the superhighway, II, toward home, Madrid.

What to wear

On these 6 pages, our idea of heaven: tooling around the magnificent Spanish countryside, dressed to the car-and-country life in really super new gear from Spain....Here, in the castle-hatted hills of Jadraque, one of the medieval treasure-towns of Guadalajara, great country-dressing for country anywhere...

...the hooded "sweatshirt" in blue plaid mohair, to pull over shirt and Shetland, and wear with the hacking uniform of the world—jeans stuffed into boots (especially Spanish *campero* boots!). Va' nidas by Induyco wool-and-mohair top, about $100. Induyco cotton denim jeans, about $40. All the new Spanish ready-to-wear on these pages, available in the U.S. These pieces, in mid-August, at Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan. Hair, these six pages, Bruce of Maniatis.

in Spain



ALEX CHATELAIN



IF IT'S WEDNESDAY, IT MUST BE...

3 country days in Spain



Where to go

2 For a second day's outing from Madrid, follow the double-dotted line on our map, heading southeast on National Highway IV, streaking across the Castilian landscape—vast plains, dry, barren, stained by clouds.

On the left, just beyond Valdemoro—about eighteen miles from Madrid—a small road, 404, bears eastward to the tile-roofed village of Chinchón, about fifteen miles away. Around its square, tall white houses festooned with balconies or skirted with colonnades. Try the local specialty, baby lamb, with *vino tinto de la casa* at a restaurant called Meson Cuevas del Vino.

Well fed, return to National IV and continue southward to Aranjuez, another of the Feiblman favorites:

"Former playground of the Spanish court. Great solemn trees and a river, gardens, a place of palaces and peace and suspense, of poverty and roses."

Then back to Madrid, around thirty miles north on wide, fast National Highway IV.

What to wear

The jacket of the year—the separate sports jacket, *opposite,* in houndstooth checks of grey-rust-and-beige wool. Tailored and trim over a grey cable-stitched pullover and classic grey flannel trousers (wherever you're car-tripping—around the Spanish countryside, any countryside—one good, basic pair of pants is essential. These grey flannels go with all the tops on these two pages). Shown here in the plaza-cum-bullring at Chinchón, an easy ride from Madrid. Cortefiel jacket, about $120; pants, about $50. Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan. **In a season of wonderful tops—a find,** *above left:* a perfect little beige pullover shirt in a new kind of buttery Spanish suède that can be hand-washed. With grey flannels, here, on one of the narrow cobble streets leading from the medieval cathedral of Sigüenza. Shirt, by Alex Gropper for Ledaspain. Of Spanish lambskin suède. About $200. Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan. **The extra-long, extra-deep turtleneck,** *below,* in soft beige mohair, and narrow grey flannel trousers—nice, easy, non-turista dressing, at one of the small vine-covered country tavernas on the road near Avila. Sweater by Dikton, of mohair and acrylic. About $65. Late August, at Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan.

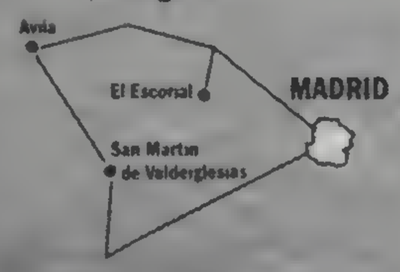
ALEX CHATELAIN

IF IT'S THURSDAY, IT MUST BE...



3 country days in Spain

trip 3



Where to go

3 The unbroken line on our map takes you northwest from Madrid, driving through rugged bull-raising country on National Highway VI.

About thirty-five miles out, at Guadarrama, a small road, route 600, branches left a few miles to El Escorial, a massive sixteenth-century monastery-palace, where, in the library, priceless old books turned with their spines to the wall (to dry out the pages) cast a golden glow from gilt edges, so beautiful you don't even want to touch them.

Back on National VI, another twenty miles northwest brings you to, near Villacastín, a junction with route 501: turn left and follow the winding, climbing, but good road about another twenty miles, until you see, on high land, the spectacular medieval town of Ávila. Feibleman reports:

"Sun and shadow, the wall to end all walls, crenellated towers and white sheep and green, a plateau of boulders, a vast hush of sunset on old stone."

For meals in Ávila, head for the Parador Nacional Raimundo de Borgoña, named for the man who masterminded the great wall's building. Try tender veal, sweets named after Saint Theresa, the mystic born in Ávila: sweetmeats called *Yemas* (egg yolks) *de Santa Teresa* or pastries known as *Huesos* (bones) *de la Santa*.

Turning south from Ávila, on route 403, about thirty-five miles brings you to San Martín de Valdeiglesias, passing through green-black pine forests, sharp-green river valleys, past lively resorts with lakes for sailing. Turn at the sign Toros de Guisando. There, in a meadow, stand four fascinating, coarsely carved ancient beasts, known as bulls—though some scholars believe them to be Hannibal's elephants and others opt for primitive Iberian idols.

Another twenty-four miles south on 403 will bring you to the junction of National Highway V—another good, fast way to drive back to Madrid.

What to wear

If you're going to be in and out of a car, you're going to need a "car" jacket, *top of the page,* and this one's irresistible: an easy little blouson in the softest of soft Spanish suède—beige, with leather drawstrings, quilted lining. Here—1½ kilometers off the beaten track between Avila and San Martín de Valdeiglesias—facing the strange, primitive Toros de Guisando. Loewe jacket, about $600. Sept., Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan.... **And if you're going to be within 100 miles of Madrid—or any major city—this kind of coat is a must,** *left:* an unlined wrap of a coat in vicuna-colored wool-and-cashmere—to cover anything, anywhere, from a sweater and pants on the road to Avila to a restaurant that night, back in Madrid. Rocafort coat, about $450. Sept., Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan. **Another nifty little hacking-around-the-country jacket,** *right*—the classic poplin aviator's jacket in olive drab, with a brown pile collar, quilting inside—over super skinny-leg jeans. Our idea of the great country place to wear it: picnicking in the medieval ruins of Atienza castle, on the way to Sigüenza. Jacket, of cotton and polyester, by Peyton; about $65. Induyco cotton denim jeans, about $40. Both (jacket, late August; jeans, mid-August) at Nan Duskin; John Baldwin; Claire Pearone; Stanley Korshak; Sakowitz; John Hogan.

ALEX CHATELAIN









Variations on the theme, *above:* **1.** Kayser's molded bra and bikini in stretch platinum—one of those soft, appealing pales that works as a nude. Nylon and Lycra bra, $5.50; bikini, $3.25. **2.** The darkest—and some of the prettiest—"nudes": brown stretch satin edged with écru lace. Vanity Fair; nylon and Lycra. Bra, $7; bikini, $5 (late August). **3.** The lace-edged molded bra and bikini—silky stretch taupe. By Donald Brooks for Maidenform; Qiana nylon and Lycra. Bra, $8; bikini, $6. **4.** The nudest—John Kloss's sheer, skin-colored best-selling stretch bra and "diaper" bikini. For Lily of France; Antron nylon and Spandex (United Elastic Fabric). Front-closing bra, $6; bikini, $4.50. **5.** The laciest—in sand-colored satin and écru—from Christian Dior Lingerie. Of Monsanto nylon, rayon, and polyester (Registered Fabrics). Front-closing bra, $13; bikini, $8. . . . Everything, at Lord & Taylor; Garfinckel's; Hudson's; Bullock's.



Any shade of nude you like, pinky-beige to bronze—it's the one lingerie color that disappears under almost anything; even pale, thin fabrics. Here, in some of the best little bras and bikinis around—smooth, soft (so nothing comes through but smooth, soft curves). And matching—the nicest way to have lingerie!

The bra and bikini to own in multiple—the ones you see three times (in three shades of nude) *at left:* Olga's soft, super-fitting molded stretch bra and high-leg bikini—one of the best-fitting bikinis we know. Non-binding, non-bunching, it curves perfectly into the hipbone. Both, in silky stretch beige, blush, or bronze Antron nylon and Lycra (Blue Ridge Winkler fabric). Front-closing bra, $6.50; stretch bikini, $4.50. Lord & Taylor; Hudson's; Marshall Field; Dayton's; Bullock's. Backgrounds, these four pages, The Fairmont Hotel, San Francisco. *Beauty reminder:* In the same way that a good bra and bikini are key under clothes, spanking-clean skin is key under makeup. One of the nicest new ways to have same: "i" Natural Cosmetics' Lemon Fluff — you swirl it on with its own little brush, rinse off, tingle.

nudes

the best under-everything bras and bikinis

the
nudes

the most practical (the most irresistible!) way

to collect pretty lingerie: every way possible!

The nicest things to slip under tailored sportswear for day. The nicest things to slip into at night. The nicest things to own! A whole little wardrobe of matching beige-and-blond lingerie pieces from Fernando Sanchez, to buy (and wear) like sportswear—as movable separates. No matter what you need—from an extra-pretty bra and slip to a pyjama at night—you've got it. ...*Left to right:* The tiny, beautiful bra and matching bikini; the bra plus the high-slit slip; the little dream of a camisole and shorts; and the camisole as part of a way everyone would love to look at home at night—with a drawstring-neck robe and gathered "trousers." Everything, of Monsanto nylon-polyester-and-silk satin de Lys (Registered Fabrics) and Calais lace. Bra, $17; bikini, $13; half-slip, $38; camisole, $28; shorts, $22; robe, $74; trousers, $36. All, mid-August at Saks Fifth Avenue; Nan Duskin; Marshall Field; Swanson's; Balliet's; Neiman-Marcus; Eleanor Keeshan, Los Angeles; Carol & Mary; Creed's of Toronto.

Beauty reminder: Re body care—we keep on saying it: moisturize, moisturize—especially after the shower (when moisturizer works best, and is most needed); especially if you have dry skin (for which we especially like Almay's Deep Mist Extra Rich Lotion).

ARTHUR ELGORT



EXPO

Danger—the following can be hazardous to your looks: air, sun, sleep, food, vitamins, medications, and more...thoughtless exposure to these ordinary, essential elements can cause premature wrinkles, unsightly pigmentation, and allergic rashes. To find out when seeming benefits become unwelcome threats, Vogue asked the advice of a group of top specialists in dermatology, plastic surgery, psychiatry, nutrition, and dentistry. On these pages, some of their practical recommendations.



Vogue's skin symposium panel, from left to right: Alexander Fisher, M.D., clinical professor of dermatology, New York University Post Graduate Medical School; Nathan S. Kline, M.D., F.A.C.P., fellow of the Royal College of Psychiatry, England; Blair O. Rogers, M.D., attending surgeon, Department of Plastic Surgery, Manhattan Eye, Ear and Throat Hospital; Norman Orentreich, M.D., F.A.C.P., clinical associate professor of dermatology, New York University Medical Center; Alexander E. Eitches, D.D.S., in charge of prosthodontics and maxillofacial prosthodontics, Mount Sinai Hospital; Dorothea Weybright, M.D., staff surgeon, Palm Beach Gardens Community Hospital; Seymour L. Halpern, M.D., F.A.C.P., attending physician and assistant clinical professor of medicine, New York Medical College, Flower and Fifth Avenue Hospitals, and president, American College of Nutrition.

hazards your face faces: SURE

AIR

Dr. Orentreich: The skin was designed to withstand exposure to the environment—e.g., sebum works as a protective layer for the skin. But in our non-nomad, civilized lives, this protective coating has become relatively obsolete—having less exposure to wind, to rain, to abrasive wear, etc., we must create cleansing techniques that simulate what nature was designed to do to and for the skin. Everyone should have a daily skin-care program for different parts of the body, adjusted to different seasons of the year. One can't set absolute rules. For example, cleansers: oils are good, creams are good, water is good—they are all good, yet each does not work for everyone all the time. If you have very dry, irritated skin, soap (which is slightly alkaline) will irritate it, cause cracks and fissures. If you have a greasy skin, a coarse skin, there's nothing more efficient than soap and water—and it certainly should be used. I am very much for abrasive cleansing with the degree of epidermabrasion coordinated to skin type . . . it creates a better looking skin by ridding the surface of soil and cellular debris.

SUN

Dr. Fisher: The aging face comes about mostly from the aging of the skin rather than a deterioration of facial muscles. If you look at a woman's face, you can tell her approximate age, but if you look at her buttock you rarely can . . . unless she is a nudist. I think sunlight ages the skin more than anything else. Most people don't realize that the sunburn they had twenty years ago can cause skin cancer and wrinkles today. Many people past the geriatric age have good skin, provided they haven't been exposed to the sun and they haven't had X-ray treatment for acne. Many patients of mine find it's difficult to apply sunscreens—some of them cause allergic reactions, so I tell them to wear big hats or carry a parasol.

Dr. Weybright: I disagree a bit with the parasol. In Florida, we see so much reflection from buildings, sidewalks, and water that a sunscreen is vital . . . a parasol is nice, but it doesn't block everything.

Dr. Orentreich: There's no doubt that sunlight produces what we call aging—which really isn't aging . . . it's actually weathering. From a purist's point of view, you should separate extrinsic aging (sunlight exposure) from intrinsic aging (the body's ability to repair damages). As one gets older, there are changes in skin collagen—the skin, especially of the head, becomes several sizes too large for the basic bony and muscular makeup (of which there's some shrinkage). Also, the skin has a tendency to thin—it's like one lump of dough that you're rolling out, getting it larger and thinner. The skin now requires the redraping skill of the plastic surgeon.

SLEEP

Dr. Kline: The absence or reduction of sleep is almost always an emotional problem. Difficulty in getting to sleep is usually associated with anxiety, and early-morning or middle-of-the-night insomnia is more often related to depression. Everyone has nights when sleeping is a problem, but chronic loss of sleep is not only bad for the skin but indicates a serious underlying problem in need of diagnosis and treatment.

Dr. Orentreich: I think sleeping with the head elevated is beneficial for the mature person. The worst thing that can be done is sleeping flat for many hours; lots of women's faces will absolutely puff up from this. Before I recommend diuretics, I tell my patients to cut down on salt intake and to sleep with the head elevated so that the "water table" of the body is shifted away from the head.

Dr. Fisher: If you sleep on your cheek, on one side, you are going to get wrinkles there.

Dr. Weybright: There are several things I ask when people come to me for eyelid surgery, saying that their lids hang or bag. Are your lids the same all twenty-four hours of the day? All through the month? Do you have allergies? Do you have allergic problems around the eyes? Do you sleep on your face? What is your salt intake? Are you on hormones? If you are on hormones and you sleep on your face, you'll get some improvement from the surgery; but you're certainly not going to maintain it as you would if you were not taking something that helped hold salt in the body or if you could get off your face and sleep on your back.

MEDICATION

Dr. Halpern: I think it would be good to warn your readers that there are very many medications today that cause photosensitivity—increased sensitivity to sunlight. Severe burns of exposed surfaces resulting from direct exposure to sunlight is so common in drug-sensitized individuals that people taking medication should avoid going in the sun unless they check first with their physician. I've seen many cases where people became sick on vacation, took antibiotics for their illness, and came back home with tremendous burns which incapacitated them for many weeks.

Dr. Orentreich: Over the past few years, I have seen many patients on lithium who developed acne or had it aggravated; it seems to me likely that lithium increases sebaceous activity.

Dr. Kline: We've treated about fifteen hundred patients, so we have a good spectrum. The change in sebaceous activity is probably only for the first two months because during that period thyroid function may be reduced. Thereafter, it becomes normal, though the thyroid function is slightly different. In occasional patients, thyroid function remains low and requires treatment. Lithium can be continued, but a thyroid substance must be added.

Dr. Orentreich: That would explain the changes in the skin, because diminished thyroid function will lower sex-hormone binding—will lower the protein in the blood that binds androgens (male hormones) and it's only the unbound male hormone that gets into the skin. If you lower thyroid function, you lower the binding protein; then you have more free androgen hormones to stimulate the oil glands in as little as two or three weeks. So you can get an increase of sebaceous gland activity in that time.

Dr. Halpern: Among the most common drugs used now are the diuretics. They are extremely valuable when used properly under a physician's advice for heart, circulatory, and kidney conditions. Many young women are abusing diuretics by using them for as long as two weeks around their menstrual period to prevent fluid weight gain, or for losing weight, since they think it's going to make them lose some quick pounds. There is no question that tremendous alterations in body chemistry are made by these diuretic drugs.

(Continued on page 170)

Left: Exposure in the Scandinavian manner has long been considered to be of great benefit to the entire system. Carla Larson, a young Swedish actress, regularly dips into freezing rivers (temperature here was 16° below zero).

EWA DE SUÈDE

The test of light

We're accustomed to letting our looks be somewhat directed by the requirements of whatever environment we're in—[illegible] dressing has a set of standards, city, another. The same is true of makeup, but even more so—because with makeup the quality of light becomes a major factor in how we look. Here and on the following pages, we've selected eight instances where light really puts you to the test. And to help us work out the best details for each, we enlisted the help of Pablo Manzoni, creative director of Elizabeth Arden. Not only does Pablo work with makeup as an artist, he is also concerned with its psychology and science, and works closely with plastic surgeons in the area of corrective cosmetics. We asked Pablo to put one model, Hellen Hogberg, in eight common light environments to illustrate the best look for each. We're not suggesting you change your makeup every time you change light. It's more a matter of discovering how one detail, one color, can change everything, of learning how to take the tricks that light can play and making them work for you.

Hair here and on the following pages by Harry King.
Inset below: Earrings, Carolee Designs; M&J Savill bar pin. Muffler, California Things.
Inset right: Gold earrings, Tiffany. Pin, Elsa Peretti of Tiffany.
Far right: Cuff, Allen Jacobsen for Peer Gynt, Pound Ridge, N.Y.

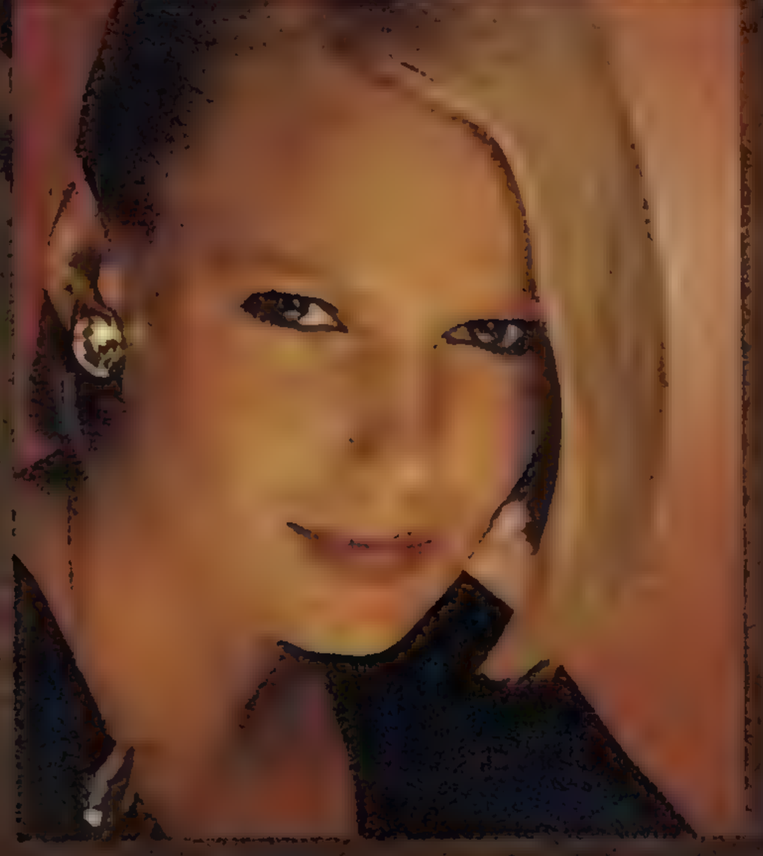
BEACH: "a little mascara... lots of shine... protection is key"



COUNTRY: "hint of color on cheeks... glossy mouth... earth tones on eyes"

ISHIMURO

RESTAURANT: "rich colors...plenty of rouge...bright lips... contoured eyes"

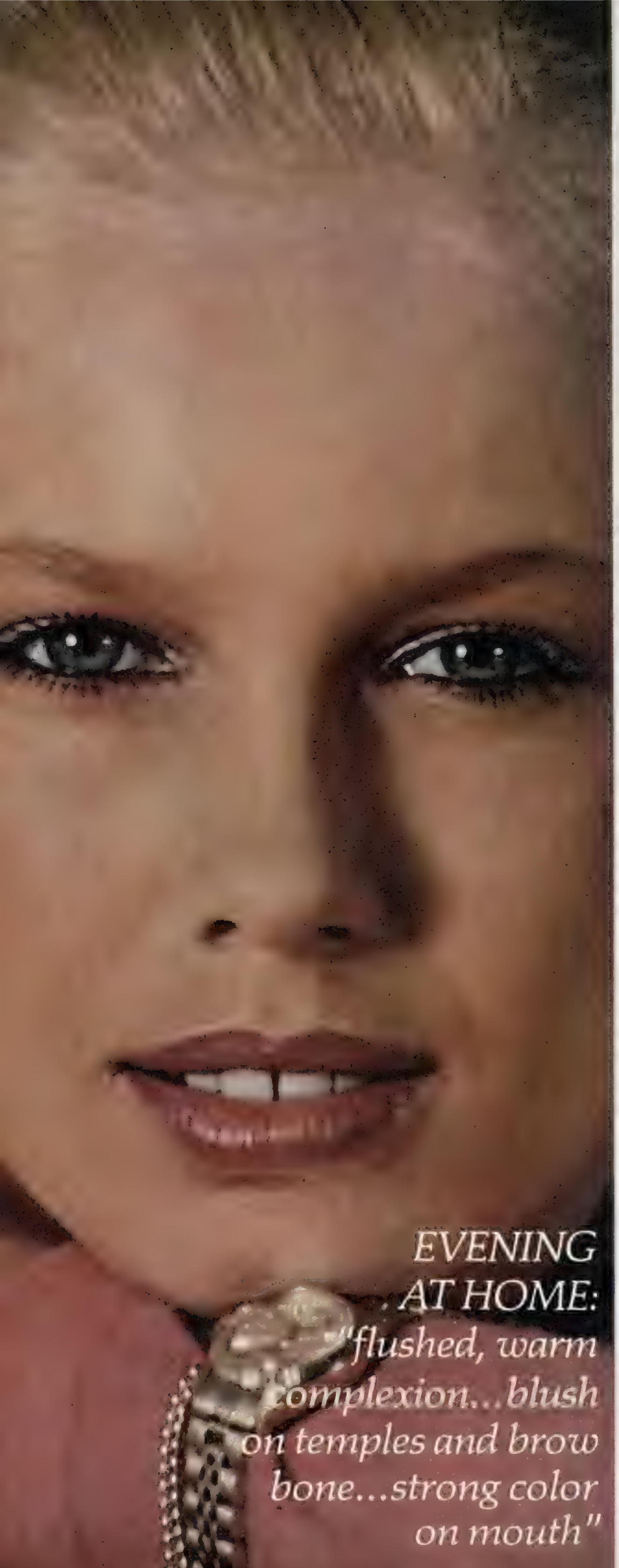


CANDLELIGHT: "matte skin...darkly rimmed eyes...well drawn, shiny mouth"

DAY AT HOME:
"no-makeup look
tawny rouge...
rosy-brown lips."

CITY: "warmer skin tone... strong color on cheeks...grey-green eye shadow"

OFFICE: "lots of Burgundy blush ...powdered nose, chin, and forehead... bright lip color"



EXPOSURE

"I think intelligence is the key to any good makeup. On the beach you shouldn't be coated with cosmetics—on the other hand, in a nightclub you don't want to look washed out."

How to use light

All the makeups that Pablo worked out for Vogue have one or two simple tricks that make the look right for each time and each place.

BEACH "Here, the most important thing to remember is protection . . . you should always **put on a sun-screening product** before applying any makeup. The only makeup I like to see on the beach is a certain darkness on the lashes. If you don't want to put on mascara, **have lashes dyed."**

COUNTRY "When you're outside with trees, flowers, grass, and sky, you want to be polished and healthy looking. You need **very little blusher** because at the end of the day you'll have a natural blush. On Hellen's eyes I used a plum color because I feel that with the fresh air and natural greenery, **color should be neutral,** not bright green or blue. Plus lots of black mascara to emphasize lashes and frame eyes. **Not one speck of powder."**

CANDLELIGHT "Candlelight brings out a certain desire for drama and romanticism. Mix that with a touch of outrageousness in the makeup, and you'll feel and behave like a star! The candles throw an orange light, so you can afford to **make your skin much lighter or darker** than it is naturally. There is no room for sheen here—**lots of powder.** The eyes are very dark and smoky. When you are in a dark room, your entire presence is much more felt if certain things are played down and certain others are played up. If your skin is matte, there is nothing that reflects, except your eyes, wet and shining—they stand out dramatically in an opaque face."

NIGHTCLUB "Here you want a bubbly, festive, dancing, happy look. The search for the detail is the key for a successful makeup. In this case, one must keep in mind the dim, warm lights that hit you from low tabletops. The important touches to remember are: **plenty of rouge,** very much mascara, and eyes finely contoured with black pencil and brown liner, **lips bright or dark, but definitely shiny."**

DAYLIGHT LIVING ROOM "There are very few women who can afford to wear no makeup . . . one must be smart enough to wear **makeup that doesn't look like makeup.** Use beige, brown, sand—colors of nature: pebbles, straw. Avoid cold colors—blue eye shadow, lipsticks with blue."

CITY LIGHT "A grey-green shadow used on the lids is a wonderful city color—and to **whiten the whites of your eyes,** use a slightly frosted green pencil in the inner rim of the lower lids. Add a touch of black mascara and a soft brown shadow under the brow bone."

OFFICE LIGHT "Since the light hits you from above, make sure your nose and forehead are powdered, otherwise you'll look haggard. Try **a brighter color on your lips,** and here you can use more vivid eye-color shades—blues and greens will look right. Avoid beige, brown, and orange tones."

EVENING AT HOME "First, **do put pink bulbs in your lamps**—it's much more flattering. In this light one can afford to do more in cheek color, and in frosted eye shadows that you wouldn't wear on the street . . . the light acts as a filter and removes the harshness. I used **a lot of Burgundy rouge** but only on cheekbones and forehead . . . not on the chin, because I see no reason to give prominence to the chin. Almost no one puts makeup on the neck, so a rouged chin stands out against the whiteness. From the base of the nose up, blush is always becoming."

(Continued, next page)

Fashion accessory information, next to last page.

ISHIMURO

MAKEUP

(Continued from page 169)

To achieve these looks, Pablo worked with a wide range of colors and products from Elizabeth Arden. When you are out-of-doors, whether on the beach **(1)** or in the country **(2),** remember to **keep your skin as open and clean looking** as possible. If you are too pale, Pablo recommends putting some Country Blush Flawless Finish Sponge-On Cheek Color on cheeks, temples, and the bridge of the nose. Says Pablo, "Giving a **bit of color to the bridge of the nose** adds a wonderfully healthy glow!"

"In the country you want to **avoid makeup in primary colors.** Anything too bright—shades of petunia or orchid . . . will always create a 'made-up' look, which is just what you want to avoid here."

When making up for a drop-dead evening **(3, 4),** you should be free to be dramatic. Pablo explains that in dim light it is particularly important to have a **perfectly contoured mouth,** "I drew the outline of Hellen's mouth with a Schoolhouse Red Creative Coloring Pencil and filled in with Valentine Lasting Cream Lipcolor. A red mouth is always a winner at night, but pink or raspberry are also good. You should use lots of mascara but **stay away from cream shadows** because they melt when you're dancing or in an overheated nightclub . . . use only powdered shadows. Also **stay away from frosted highlighters**—they can make you look hot and perspiring."

For a quick change into evening, Pablo recommends the following: first, wipe off lipstick, then put a sponge-on foundation right over your previous makeup—the sponge evens out everything—line the inner rim of your bottom lid with Skipper Blue Creative Coloring Pencil and smudge some Cocoa Pecan eyeshadow on the brow bone. Contour and color lips with a brick-colored pencil, top with Currant Great Color Lip Gloss. To finish, sponge or brush on blusher, powder nose, chin, and forehead . . . and in less than ten minutes the transformation is complete.

Daytime city makeup, for home **(5),** street **(6),** or office **(7),** must **combat the relative harshness of the light.** To begin with, Pablo recommends using Flawless Finish Makeup in Softly Rose for all three places. Without this slightly pink foundation your skin tends to look washed out. At home, where there is probably the least need for artifice, you can **make your eyes look bigger** without looking made-up by using a Medium Brown Creative Coloring Pencil on the brow bone and under the bottom lashes. "Many women forget this area," says Pablo, "because they are afraid it will give them circles. Actually, putting **color under the eye fights circles**—it changes the emphasis." In the office Pablo suggests using cream rouge rather than powder—it gives a more subtle gleam.

For an evening in **(8),** Pablo feels you should be "a little more festive. I shaded Hellen's eyelids with Chinchilla Great Color—it's a silver grey that's bright and lively. **Avoid murky colors here**—forest green, for example, will turn into a dull grey, and smoky shadows become too dark."



FACE HAZARDS *(Continued from page 165)*

The item that has been most popularized to counteract this is the use of potassium tablets or liquids. Actually potassium is plentiful in citrus fruits, bananas, and many foodstuffs. I've had young women come in who've been taking diuretics for years on their own, taking potassium supplements because they read about it in some magazine, thinking everything else is in balance. But it's really appalling what they are doing to themselves.

VITAMINS

Dr. Halpern: I don't think there's any question that deficiencies of some vitamins do produce skin diseases. This is true of vitamin A, to a certain extent vitamin C, certainly many of the B-complex vitamins. It's because of this that many people presume that taking vitamins will cure skin conditions. A major problem exists in that accurate diagnosis has not been made before self-treatment with vitamins—taking an excess of a vitamin will not cure anything which is not due to a deficiency of that substance. Although a sufficient amount of vitamins is necessary for good health and total health, excessive doses of even so called "harmless" vitamins have recently been found to be harmful. For example, we are seeing that continuous ingestion of excessive dosages of vitamin C, say over 1000 mg. a day, can harm not only the kidney but the adrenal gland as well. It has even been reported to affect genetic structure. There are also a number of reports of people having skin problems from excessive doses of vitamin C. They can develop rashes that resemble allergic rashes.

Dr. Orentreich: While we're on the subject of vitamins, is there any hard eivdence in human beings that a deficiency of vitamin E can exist?

Dr. Halpern: It is rare, especially in the United States . . . it has to be in a person who has multiple severe nutritional deficiencies. Some people are now producing an increased need for vitamin E over the standard recommended allowances by taking large amounts of polyunsaturates. Many people are taking vitamin E on their own because it is being promoted by health-food stores and various faddists. The maximum safe dose of vitamin E that anyone can use, if she is going to take larger than the recommended dietary amount, is 400 I.U. (International Units). There have been some reports at recent medical meetings that vitamin E in excessive amounts can cause hypertension. This is important to note, for now with people more aware of hypertension, one runs the risk of being treated for a symptom which is really only the result of too large an amount of a nutrient agent. This applies elsewhere when an individual medicates himself with excessive vitamin dosages. As a drug, the only demonstrable value of vitamin E has been in vascular arterial disease of the lower extremities. Otherwise, it's been shown to have little effect—it certainly does *not* improve skin conditions.

Dr. Rogers: A patient of mine in her forties has recently been put on large doses of vitamin E, and has developed a severe case of hyper-pigmentation. Her cheeks are very darkly blotched. Vitamin E is the only new element in her diet.

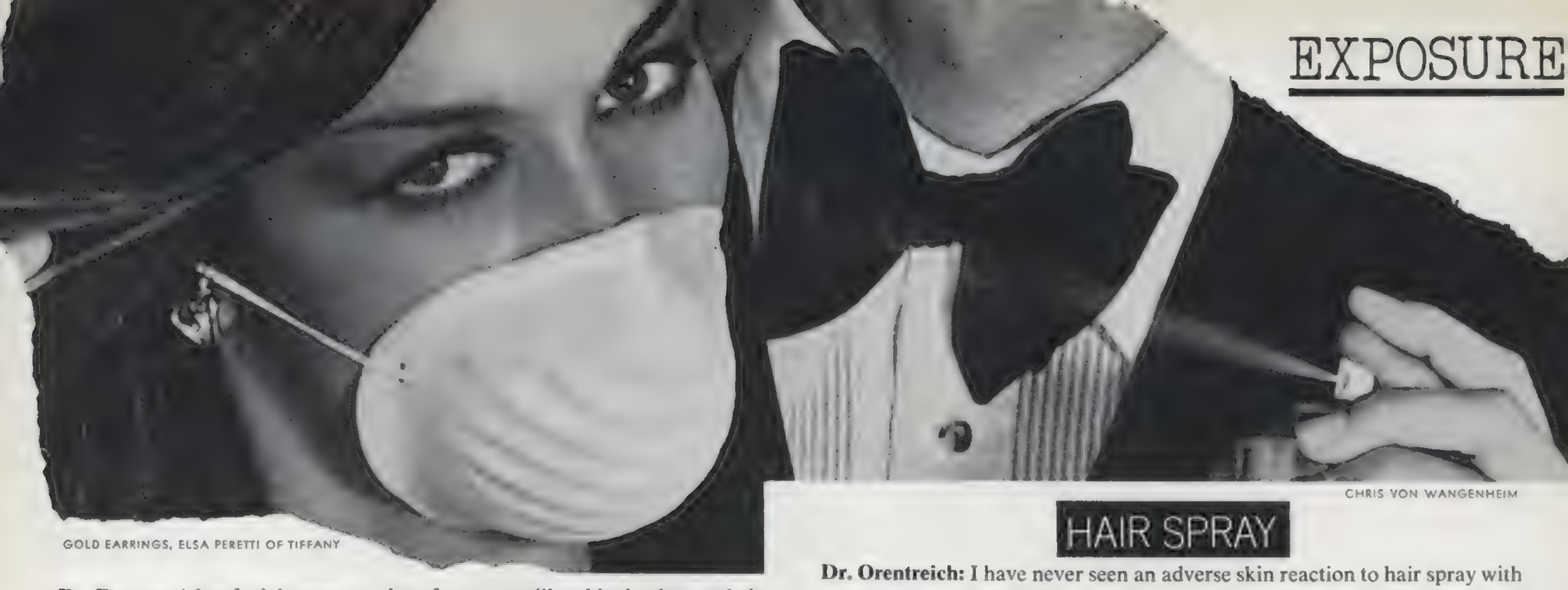
Dr. Fisher: At the moment, there's a big fad for vitamin E, but according to the literature and my own investigations, vitamin E applied to the skin has absolutely no value. Not only that, but I've seen a lot of allergic reaction to it.

Dr. Rogers: We have this problem in plastic surgery—particularly in eyelid surgery. I've had several women who, after operations that were healing very successfully, appeared in my office four or five weeks later with red and crusty eyelids. I asked them if they had been doing anything different. "Oh yes, a friend of mine told me to puncture a vitamin E capsule and apply it several times a day," several of them told me. What they had probably developed was an allergic reaction to the vitamin E.

COSMETICS

Dr. Kline: One of the best cosmetics is an affirmative, curious, participatory interest in life. In contrast, the skin is often the visible battle ground of conflicting emotions; and persistent skin disorders which do not respond to normal treatment should be investigated as to possible psychological causes.

Dr. Fisher: One interesting development in cosmetics is that some manufacturers are incorporating sunscreens in their products. I think that's a good thing. A dermatologist looks often at the bad side of cosmetics, but we recently went over some statistics at our skin and cancer unit and we found that cancer of the lips is extremely rare in women. We think it's because they wear lipstick. In the old days, it was thought to be due to the fact that women didn't smoke; but they are smoking as much as men today, so that's clearly not the reason. We're now urging men to use lip pomade.



GOLD EARRINGS, ELSA PERETTI OF TIFFANY

CHRIS VON WANGENHEIM

Dr. Rogers: After facial surgery, a lot of women will suddenly change their cosmetics. They'll come in looking poorly six weeks after surgery and you wonder why. A new perfume or ingredient has caused an allergy in their new tender skin. I tell my patients not to change anything after surgery—not their soap, not their eyeliner, not the glue on their false eyelashes. If they want to change, before they put something on the face they should test by rubbing the product on their forearm two or three days in a row. It's the same for perfume or anything else that's new—after surgery always test first before putting something new on the face.

FACIAL MASSAGE

Dr. Rogers: When an incision is made in the skin, there is one basic element that doesn't regenerate itself, for all intents and purposes—that's elastic tissue. One thing we lose with age is elastic tissue. That's why we get some types of heart attacks . . . blood vessels in or near the heart break down because the elastic tissue tension is lost. The biggest mistake for women who have their faces lifted—before or after—is excessive massage. Massage continues to break elastic tissue. The people who come to us soonest for face lifts are actors and actresses. If you watch an actress removing her makeup for twenty minutes, there's a great deal of massage involved. Take a balloon, for example, which is really all elastic tissue. Before you blow it up, it's got a nice smooth surface. Once you blow it up and let the air out, the surface looks crêpe-y because you've broken and lost a certain amount of elastic tissue tension.

Dr. Weybright: A massage by any other name—especially when it's done vigorously—is mauling. There are tribes in West Africa where it is considered not nice to have a nubile breast if you have borne a child—you should have a pendulous breast. They have a special medication they make from plants which they put on the breast and pull and stretch it downward until it hangs the way they think it should. If you can do that with your breasts, I'm sure you can do it with your face.

THE PILL

Dr. Orentreich: The pigment problem from the Pill can be a real nuisance. It is the so-called "mask of pregnancy," producing dark splotches that form an inverted "u" on the forehead, a sort of ring mask around the mouth—especially on the upper lip. There are a variety of bleaching creams which work, but which can produce allergies or irritation. There's really nothing that has an effect that doesn't have some side effect. I warn my patients that if they notice irritation, eczema, or an allergic reaction they should stop the bleaching preparation. Within certain limits, though, you can use a variety of bleaching preparations for lightening the skin color; avoiding sun exposure, of course, is most important. Another side effect of the Pill can be an outbreak of acne. Not all birth-control pills are the same. We know that the estrogen and the progestin vary so much from brand to brand that there are brands which induce a balance of hormones and binding proteins that activates the oil glands, and those that end up with a balance that reduces oil-gland activity. So, depending also on the individual's own endocrine balance, the input of a Pill can be either beneficial, neutral, or detrimental skin-wise. When we first began to see the effects of oral contraceptives in patients with acne, we were a little confused because 25 percent got better, 25 percent got worse, and 50 percent were about the same. We never quite understood this until we were able to measure accurately circulating free androgens in the blood and thereby see how each oral contraceptive was changing this level.

HAIR SPRAY

Dr. Orentreich: I have never seen an adverse skin reaction to hair spray with normal use except an allergic reaction to the added perfume. The real problem is with the lungs—continual spraying and inhaling the material can be dangerous. [Ed. note: one solution above.]

FOOD

Dr. Halpern: I would like to make a promotional comment for good nutrition. That nutritional support is important in every facet of life, every facet of health care—certainly in skin—has been proved today without any question. There has been enough research done over the years to show that total good nutrition contributes to wellness—that wonderful state of optimal physical, mental, and emotional health. It helps to defer aging and all aging processes. Anyone who includes a tremendous variety in the food she ingests is likely to have good nutrition. Among Americans, there has been too great an increase in recent years in the ingestion of so-called "naked calorie foods." Free fats, sugar, and foods containing large amounts of these comprise almost 2/5 of all food calories. Alcohol is another abused naked calorie food.

PLASTIC SURGERY

Dr. Weybright: There are some patients you have to talk turkey to before you do cosmetic surgery. They come in and pull back on their face and say, "I just know it's because my teeth are gone!" If I could just get around behind them and hold up their skin, it might help; but the real problem is that there is extra tissue in more than one dimension and pulling in one direction alone will not take care of it. So the first thing I do is send them back to their prosthodontist to have their dentures built up.

Dr. Eitches: That's something people often miss. They feel that they have their dentures made and that's it. But they need regular checkups to see that the tissues below the denture aren't shrinking at a precipitous rate.

Dr. Rogers: The biggest misunderstanding among men and women who come for surgery is that they are not aware that a face lift does not touch or affect the upper lip itself . . . if it does, the result is what no one wants: a grimace. Upper lip lines can only be corrected by chemical peel.

Dr. Weybright: It is best to go into the factors of smoking, drinking, and food with patients because making over a face is like making over a dress—if the original material isn't of good quality, you're not going to get much out of it. I not only try to change them but refuse to operate on some. To the woman who comes in twenty pounds overweight, I say, "I'm not going to invest my time in you unless you will invest some time in yourself."

Dr. Eitches: That's true in dentistry, too. Alcoholism is extremely destructive to the oral cavity . . . before you can start restoring a mouth, you've got to be sure you have every possible chance for success. With an alcohol problem, success is compromised right from the start.

Dr. Rogers: The problem of ethnic identity is a very crucial one in plastic surgery. I've recently been discussing with an Israeli surgeon the ethnic needs of Israelis for certain types of noses which don't at all apply to the typical Western European ideal of a classical nose. We've seen a failure in some plastic surgeons—I wouldn't say all, by any means—to understand that a certain ethnic face requires a certain ethnically handsome nose—not a standard "cookie cutter" nose.

Dr. Eitches: I once accompanied a relative who wanted to have her nose done. We sat in the surgeon's office and he took out his style book and said, "This is the nose. Here are people who had it." There were fifty pages with the same nose on it, all on different faces.

THE KINDS OF SIMPLE, GOOD-LOOKING SPORTSWEAR PIECES YOU SEE HERE ARE THE THINGS YOU KNOW YOU'RE GOING TO LIVE IN. THE SMART SHOPPERS' TRICK IS START NOW—SO YOU HAVE WHAT YOU NEED WHEN YOU NEED IT!

what to count on for fall

If you love the snap of raincoat-and-pants dressing, *opposite:* a nifty raincoat—quilted beige poplin with a nice, easy swing—and matching narrow poplin pants. Both, Originala by Jacques Tiffeau; Dacron-and-cotton poplin (Nino by Tandler Textile fabric). Coat, about $230; pants, about $80. Late August, Saks Fifth Avenue; Rich's; Higbee's; Claire Pearone; Stanley Korshak; Hovland-Swanson; I. Magnin. Both pages: hair, Thierry of Pierre Michel; makeup, Joey Mills. Accessories, next to last page.

The separate sports jacket—the look for fall, *left*—and the kind of look you can't wait to get into: a sports jacket in tiny-checked beige-and-brown tweed, over a creamy lamb's-wool sweater and jeans-lean grey flannels. From Ted Lapidus, N.Y.; available mid-August. Jacket (wool and nylon), $205; sweater, $75; wool pants, $65.

The jumpsuit goes on for fall, *right,* in putty-colored wool gabardine. And *narrow*—this is one of the leanest, longest lines going. The way we like it: unbuttoned over a soft, deep-cowled sweater. Jumpsuit, Eleanor Brenner (Rochambeau fabric). About $160. Lord & Taylor; Montaldo's; Gidding-Jenny; Jacobson's; Jackson Graves; Hovland-Swanson.

PATRICK DEMARCHELIER

AUGUST

9 what to steal from a man

DON'T GET CARRIED AWAY—DRESSING LIKE A MAN ISN'T THE IDEA. WHAT IS: TAKING THE BEST THINGS—THE SHORTER MUFFLER, THE EVEN-ALL-AROUND WATCH STRAP, THE CLEAN, SIMPLE BAR PIN, THE PERFECT STRAP OF A BELT. THE GOOD, STRAIGHTFORWARD THINGS MEN WEAR THAT REALLY DO WORK BEST—LOOK BEST!—WITH THIS YEAR'S SPORTS-CLOTHES DRESSING.

The look, of skinny "man's" corduroy jeans on a pretty figure, *left* . . . a glimpse of pink sock with classic flat shoes—the whole point is the appeal! Calvin Klein jeans.

1

what to collect

1. Scarf-collector's dream: the 28" cotton square in every color you could ever want. Yves Saint Laurent.

The best belt for jeans, for all sporty looks—a man's clean-edged strap of a belt, with a simple, good-looking brass buckle. . . . **2.** Narrow strap of brown leather, hidden closing. Giovannelli. . . . **3.** Khaki surcingle with brown leather, brass buckle. Coach Leatherware. . . . **4.** The narrow khaki surcingle belt with luggage leather, brass buckle. George Graham. . . . **5.** The most classic belt—a real strap of a belt!—in double-faced brown leather From George Graham.

what to wear with pants

2
3
4
5

what to wrap

6. The classic muffler—the *shorter* muffler: a man's fringed cashmere muffler, in seven basic colors: brown, blue, black, Burgundy, pearl grey, navy, charcoal. Cisco.

6

what to add for charm

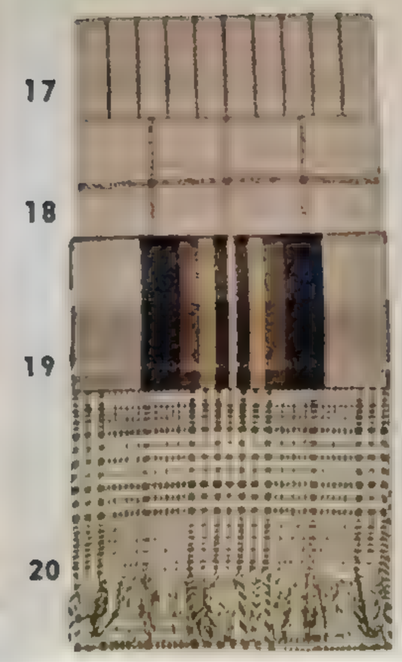
Newest jewel—a small, pretty bar pin. Not to wear the way a man would, tacking down a tie, but the way you'd wear a clip—to hold a shirt open, to pin at a scarf-wrapped waist. . . . **7-10.** Four variations on the narrowest bar, in semi-precious stones and gold. A & M Breslau. . . . From M&J Savitt, two Edwardian-looking bar pins: **(11)** in jasper and tiger's eye and **(12)** all jasper.

7
8
9
10
11
12

FRANCESCO SCAVULLO

DETAILS AND STORES, NEXT TO LAST PAGE.





The menswear-patterned muffler, in shades of camel-and-brown.... **17.** Thin stripes on a wool-and-camel's-hair muffler. Handcraft.... **18.** Cashmere windowpanes, from Handcraft.... **19,20.** From Cisco, blanket-plaid cashmere and Glen plaid mufflers.



21. **The slice-of-color muffler**– red, yellow, or blue to add to tweeds, grey flannels. Salque. **One extra-pretty thing,** *left*– the one thing you always want to add to sports-clothes dressing. Here, the soft, small-fitting yellow Fair Isles pullover, to wear with skinny corduroy jeans. Ralph Lauren sweater. Omega watch. Makeup, Harie van Wijnberge.



what to wear a lot this fall

THE KINDS OF EASY DAY-IN/DAY-OUT LOOKS THAT CAN BE THE BACKBONE OF A GOOD WORKING WARDROBE ...

PATRICK DEMARCHELIER

The best way to own a sweater and skirt, *far left:* with its own covering—in this case, a tartan-knit shawl in green, red, and camel. To swing over a ribbed camel turtleneck (super-useful on its own) and slim, matching tartan-knit skirt. Knit Bazaar. Acrylic-wool-and-alpaca shawl and skirt (Creslan acrylic, from American Cyanamid); acrylic-and-alpaca sweater. About $150. Available mid-August, Bonwit Teller; Joseph Horne; Lillie Rubin-South and West; Higbee's; Sakowitz; Robinson's, California.

Two musts for everyone, every fall: a good-looking rain-or-not coat and grey flannels, *center left.* These, from Jaeger: a nifty, narrow, weather-coat in quilted natural poplin, and narrow-hipped, narrow-legged wool pants. Coat, of polyester and viscose, about $194; pants, about $64. Both, at all Jaeger International Shops.

Two-piece dressing you could slip into right now, *left:* a soft little blouson jersey top and matching pull-on skirt in camel (a color that moves in any wardrobe). Mac Tac of Paris for Leonard Sunshine; acrylic and wool. About $140. Lillie Rubin, N.Y., Bethesda; Rich Schwartz, Nashville; Halle's; Lou Lattimore; Robinson's, Beverly Hills.

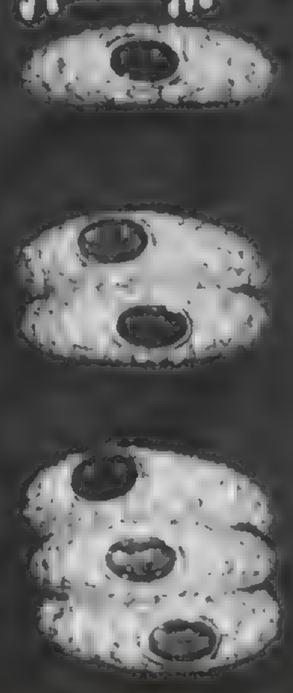
Another nice-right-now turn on the two-piece dress for fall, *right*—trim, light pieces of black-and-tan tweedy knit, to wear as is now; over a shirt or turtleneck when the weather turns cooler. From The Knit Group; rayon. About $96. At Bonwit Teller; Kaufmann's; Garfinckel's; Lillie Rubin-South and West; Hudson's; Stanley Korshak; Joseph Magnin. Both pages: hair, Thierry of Pierre Michel; makeup, Joey Mills. Accessories, next to last page.

VOGUE GALLERIA

THE
PRECIOUS
JEWELS
OF
NEIMAN-MARCUS

OUR ONE-TWO-THREE RINGS:
DIAMONDS SET IN 18-KT YELLOW GOLD.
WHEN ONE, CABOCHON SAPPHIRE CENTERED 2250.00.
WHEN TWO,
CABOCHON SAPPHIRE AND EMERALD 4200.00
WHEN THREE
CABOCHON SAPPHIRE, EMERALD AND RUBY 5950.00
PRECIOUS JEWELS SALON

Neiman-Marcus



DALLAS, HOUSTON, FORT WORTH, BAL HARBOUR, ATLANTA, ST LOUIS, AND NORTHBROOK, ILLINOIS

"Bloomingdale's People rarely go to the movies you don't have to stand in line for"

GO TO BLOOMIE'S

(Continued from page 141)

gold kid cowboy boots with matching tote bags spread out like displays of detergents. Bloomie's must feel like a parent in mid-life crisis, a radical-chic parent suddenly confronted with drop-out van-hopping children.

So, through the mobs, I go into the unpromising vestibule, past a nun who sits waiting for donations on a campstool. She is there probably on the principle that giving a little for charity on the way in will alleviate the guilt about money you are going to spend on worldly goods.

I am defiant. I am not going to spend. I am doing a little character study. Besides, I am meeting a friend. One never does one's serious shopping with a friend along. (This is not true. I often encourage Solange in order to permit or excuse my own indulgence.) But who can have all of Bloomie's? It is wonderful when there is one thing you don't want. We stood delighted in front of a mannequin wearing a "fanny wrap" arrangement. "Wrong," we agreed. Bloomie's had made a mistake. Such a relief. One could go home having not wanted something.

Solange and I have an unspoken agreement that allows fifteen minutes for unavoidable detainment at the scarf counter, which you have to pass on the way to 40 Carrots. I always pick up six cotton scarves for gifts, which I always keep. She always tries on the same large silk scarves to see if one finally will be persuaded to go with her sea-green suèdes.

It is a friendly place, the scarf counter. I stand there, draped in a Missoni stripe, trying a gauze headwrap for effect. A young woman next to me wonders which scarf would be right with this dress she just bought upstairs. She opens the box and we try different ideas. "Where are you going?" I ask.

"To Alfredo's in the Village," she says.

Another woman asks, "You could get a reservation?"

"Well, this man I'm going with. . . ." And, in hearing more about the man, we decide that she should probably skip the scarf. We exchange recipes for fettucine and linguine with sweet sausage.

I rush now past Better Purses, through Worse Purses, and what would have been called, in another era, the Sub-Deb department, down into the Lexington Avenue-level that is Bloomie's taste at Macy's prices. (It gets even better on the Metro level where I have found terrific T-shirts, the best rip-offs of Lanz nightgowns, and the only lavender men's shirts in town.)

I arrive finally at 40 Carrots, expecting to find Solange cooling her heels at the Perfumer's Workshop sniffing the little paper samples of basic scents such as heliotrope, ivy, and bergamot. She is there, but Perfume Works is (are?) gone. "On Main," she explains. "Too much trying on. They aren't used to *buying* perfume here."

Solange has held a place in line for us and hands me a sample of the chocolate cheesecake they are passing out this week. Last week, when it was my turn to wait, they were offering borsch from a punch bowl with tiny paper cups. No one understands the vicissitudes at Bloomie's better than Solange.

We try to speak over the sound of hammers from what was the Lesser Shoes and is now a mysterious, burlap-draped Improvement. It will turn out to be a store for the Two-of-Us, pushing active clothes for co-ed sports. Bloomie's likes the idea that there are a lot of couples around doing wonderfully exciting dangerous things on weekends, such as meeting each other cruising the Main Floor on Saturday.

You come in bare-faced and work your way through the makeup samples, not forgetting the glitter polish at the Mary Quant counter, where they are most tolerant of this activity. Then, perfumed and gorgeously made-up, you pass the reviewing stand at the Men's Cologne counter just before the Adult Games department (Bloomie's People play anything done in Lucite, backgammon, and Monopoly, but not cards). It is sort of like a Saturday-afternoon singles' bar.

If you're lucky, you come out through the Men's department with a date for standing in line at the theaters across the street, which play Bloomie's People movies. These would feature Woody Allen, George Segal, and Warren Beatty or Jack Nicholson (R. Redford has become a major political figure). Bloomie's People call them "films" or "flicks" and generally refer to them by director rather than by star. They love films about L.A. Actually, Bloomie's resembles a kind of layered L.A.

I tried this singles'-bar game once, winding up, rather dis-



The Horchow Collection Christmas Catalogues give you the pleasure of unhurried, unharried Christmas shopping at home with exclusive, exciting and imaginative selections of gifts from the practical to the luxe. For your copies, at NO CHARGE, call toll-free 800-327-8912 (in Florida, 800-432-5024) or mail this coupon to P.O. Box 34257, Dept. 04046, Dallas, Texas 75234.

NAME_____

ADDRESS_____

CITY_____ STATE/ZIP_____

THE HORCHOW COLLECTION



Our dashing skirt from Cottage Tailor of wool/polyester tweed buttons down the side, is fully lined and sports a tie belt. Oatmeal. Sizes 6-16. $46.00
Striped to perfection is our smashing polyester shirt from Austin Hill in fall shades of brown, gold and gray on cream. Sizes 6-16. $26.00.
For mail orders, add $1.75 for postage.
Send for our new free color catalog.

The Talbots

THE TALBOTS, DEPT. AL, HINGHAM, MA. 02043
Acton, Duxbury, Lenox, So. Hamilton, Ma.
Avon, Hamden, Ct.

couraged, around the cashmere socks in the Men's department, all done up in my latest Jag jeans with eye shadow to match, and had about given up when a young man in a safari suit approached me with this line: "You know, you're not the right type—you could stand here all day and not get picked up," he said, picking me up.

On Sundays, Bloomie's would have its Two-of-Us (formerly Saturday's Generation) sky diving or playing tennis (they do not play golf). I suspect a lot of them spend Sunday reading Bloomie's ads in *The New York Times*, savoring—in secrecy—those Sundays when Bloomie's sends along a glossy catalogue.

Finally seated at the counter at 40 Carrots, tolerating—for the frozen yogurt we shall share for dessert—the gnashing of shopping bags by people standing behind us waiting their turns, Solange and I order salads. The waitress is speaking to her boyfriend, who is, we learn, an out-of-work actor. Distracted, she ladles six portions of salad dressing on our salads.

Feeling the rush to move on, we begin discussing what we each need to have today. These are always theoretical purchases; and, quite frequently, they are the same thing: Solange is always looking for exactly the right pink-beige towels for her guest bathroom, and I am always looking for a cantilevered rattan table to swing out over my bed holding the typewriter. These needs guarantee only that we will get to the top floors. In the process we will discover many other things we had forgotten we really needed—or, more accurately, things we suddenly discover we need.

One does not do the Main Floor first, but plunges up the escalator, right past Two, which one does on the way down. On Three we glide into Paradox, which is for fashion maniacs. I try on feathered hats with veils, while Solange looks on indulgently. She tries on kimonos, and we both consider the Kenzos.

But we have become fashion depressives, in need of the reassurance only extravagance can bring, and we sweep past the designer boutiques, deciding again to pass up the regimental-striped blazers and vests in Ralph Lauren's place, and on to Saint Laurent where everything is luxe and too tall.

Saint Laurent has the best salespeople—you have a feeling that on their days off they are European filmmakers—and there is always something on sale one must have. It is also the easiest Try-on. Catch-Fifty-ninth Street: the more expensive the clothes, the easier to try on. The things you can have the most of, you need a reference to try on—and then you have to stand in line. You cannot see how the clothes really look, because they are bristling with these large catch-a-thief tags.

Solange also is a writer; and, when we were both in mid-manuscript a while ago, we would adjourn directly from 40 Carrots to the Suède Room where there was a comfortable tufted couch to sit on and go over each other's pages.

On productive weeks, we attracted an inordinate number of "May-I-help-you's" from Suède Room salespeople and would do a lot of elaborate checking of our watches and wondering loudly where-our-husbands-were-they-were-going-to-meet-us-here. Occasionally we would try on a jacket or so. In the process, I acquired a large number of suède clothes and began to develop a mental image of a small round animal called a suède, which sheds a scarf-shaped skin each spring in time for the fall collections to be made up.

There are furs across the hall—or were at a recent visit. But Bloomie's furs have a certain crunchiness, which is probably just as well.

On Four, we reconsider the new lamps, which have white plaster arms and hands, but pass directly into Shoes. You cannot wear the shoes. Only Bendel's People can walk in them. They have another kind of foot and are designed on an axis that tilts them back farther than the rest of us. One is also weighed at the door occasionally to get into the elevator; but the elevator only holds ninety-eight pounds, which allows for one Bendel's Person and a small dog.

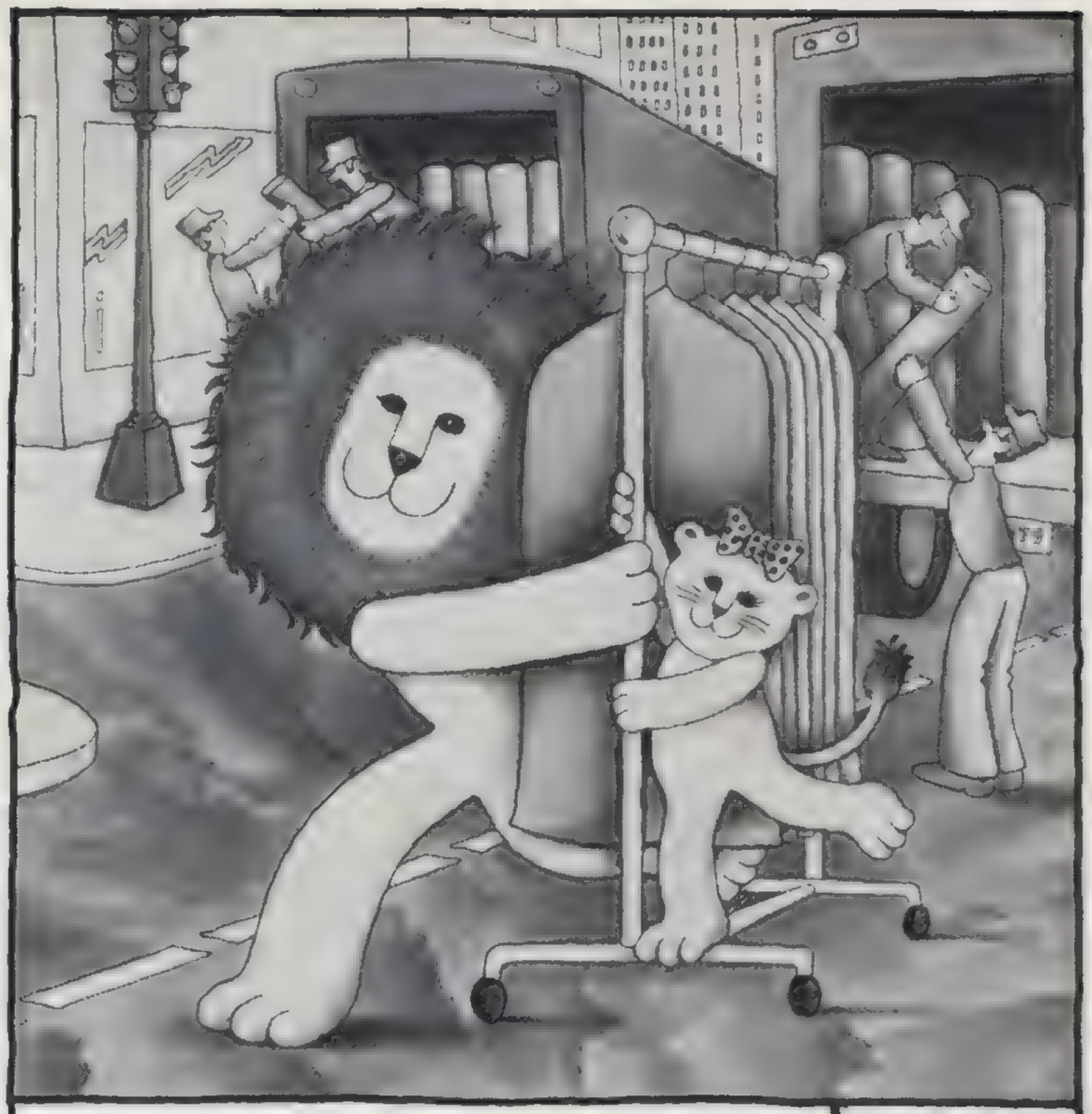
Beyond Shoes, one does a semicircle through Céline of Paris, which is like Gucci's with a civil tongue in its shoes. Then we go past the Women's department where Bloomie's keeps the dressier polyesters (the sporty ones are on Two, a concession to people who still miss the last days of Peck & Peck).

There is a mirror in Women's that serves as a constant reminder of where you would have to buy things if you ever go into Au Chocolat, Bloomie's candy store, which lurks with its own entrance on Fifty-ninth Street. We spend a few dimes at the bank of phones, where out-of-town shoppers like me call home and say they will be late, "We'll go out for pizza."

Now it is up to Furniture on Five. We hold off on the Arcade of Rooms—best for last—prowling first through the Import Corner, which is currently featuring

(Continued on page 180)

VOGUE GALLERIA



Here they come!
The first collection of clothes
for Anne Klein Children.

ANNE KLEIN
children

Classic. Contemporary. Custom designed mix 'n matches in exclusive fabrics by Anne Klein Studios. Girls 4-6x, 7-14 • Anne Klein Children ,1333 B'way, N.Y.C.



From the sublimely elegant to the whimsical, good cheer abounds in the Sakowitz 1976 Christmas Catalogue coming in mid October! Send 1.00, to be applied toward your first purchase; Sakowitz, P.O. Box 1431M, Houston, Texas 77001.

Sakowitz



A BERGDORF GOODMAN CHRISTMAS BOOK
is fun, fashion, fantasy.
Receive your copy plus our Spring, Summer and Fall Fashion Books for one year for $2.00.
And . . . we'll send you a Bergdorf $2.00 Certificate toward your first purchase with your Christmas Catalog.
Mail to 754 Fifth Avenue, New York 10019

Name _____
Address _____
City _____
State _____ Zip _____
A

BERGDORF GOODMAN





LET N-M TAKE CARE OF YOU.

Get lots of rest, avoid crowds and stress, and meet Christmas merrily when you shop from your home via the 1976 Neiman-Marcus Christmas Book. There's something for everyone between its pages. The 1976 Christmas Book will be ready to mail to you or a friend in mid-October. Just send 1.00 for each book with the name and address of the recipient to: Neiman-Marcus, Dept. 21, P.O. Box 2968; Dallas, Texas 75221. P.S. If you are currently receiving N-M mailers, you are already scheduled for one 1976 Christmas Book.

Neiman-Marcus

What's cooking this Christmas?



MAITRE QUEUX DU XV^e SIECLE

Five centuries of kitchen lore are distilled in our series of Catalogs for Cooks. We don't just sell the best kitchen equipment — we explain how to use it, and why. Recipes, too, from such modern masters as James Beard. In color. To get on our mailing list, just send one dollar.

WILLIAMS-SONOMA
Attn: Mail Order Dept. M136-V
P.O. Box 3792
San Francisco, CA 94119

Enclosed is $1.00. Please send me your Christmas '76 catalog, and your January, Spring and Super Summer catalogs in '77.

Name _____

Address _____

City _____

State _____ Zip _____

GO TO BLOOMIE'S

(Continued from page 179)

primitive American things. This is where one picks up things one once might have called conversation pieces.

The Corner has moved from French provincial, through Chinese, to American primitive. Solange and I usually manage to lose each other here. During the Italian period, I found her sipping espresso at a little café that had suddenly materialized in the middle of couches. I was disentangling myself from some antlers that had been made into tables and chairs while trying to figure out exactly what puncture wounds could be inflicted upon one's guests as they leaned over to sip their cold cucumber soup, which would be a luncheon staple in the Bloomie's Person's cooking repertory.

Behind the Import Corner, and just before the Rooms officially begin, there was, for a long time, a particular Tudor bedroom with a large bed heavily draped in linen on which I wrote a lot of my last book. You can nap safely, however, only in Beds, way at the back of Furniture; and it is discouraging because bleak. To get there, you go past the Art department, and I don't think Bloomie's People buy their art here. They have had their super-graphics painted out and are picking up Photo-Realism in SoHo.

Bloomie's Rooms were in their prime during the Barbara D'Arcy regime. She kept everything very busy and, I think, started baskets. There was a coziness and intricacy that seemed to reflect a stability. There was simply too much stuff to bother with all this moving and divorcing. And the collecting of things could keep people together, if simply by providing distraction.

The new Chief Designer, Richard Knapple, means it: essentials, simplicity, portability. The Rooms resemble jet planes, components for recycled emotions. He knows that Bloomie's People are either in the music business or like to look as if they were.

There are vast couch assemblies for group-consciousness raising; you can have your friends over to discuss their *est* experience; and one imagines how the ideal dinner guests—Carly Simon, Carl Bernstein, Jerry Brown, and Robert Redford—would look lounging across the miles of grey Ultrasuede.

The Rooms are wonderful practice territory for novelists: we stand and put characters in them, and figure out how our characters would redo them as they grow, and just what trash would be lying around where.

I remember, when I moved with my children to New York at the height of the ecology movement, D'Arcy had done an interior of a kind of cave-like room with wonderful levels, all plants, and white blown-on stucco. A small window looked on a cyclorama of sunny sky, and there was a tape of ocean waves and sea gulls playing. The children and I, missing home, would come and eat sandwiches, sitting across from the room on a pine-green velvet settee.

The children were never particularly difficult in Bloomingdale's; I simply explained that it was a Museum of Contemporary Crafts, and one could go in and try on and play. They have learned, however, and as teenagers may be the real Saturday Generation. My son, for instance, told me about the lavender shirts in the basement and can tell a real Liberty print tie from a reproduction. My daughter knows where all the jeans are stored and found the Tennis shop one day when it was hidden down beyond miles of men's raincoats.

We speculate about the Bloomie's Look. What they want for us next. "Hawaiian," Solange declares. "Why?" I ask. "Because no one has gone Hawaiian for years," she says. We spot silver palm trees in the Hollywood shop next to Harry's Bar, which is for women to buy gifts for men who must be convinced they are regarded as bachelors. How can he feel threatened if you give him a set of glasses with his own monogram?

Now it's up to Six and Housewares. The Bloomie's Person does the kitchen as though James Beard were coming to dinner. This year Bloomie's People are cooking Hunan and thinking about going into classic Mexican cuisine. I think they cook because of the things you can get in Housewares to cook with. One walks through and imagines little dinners of quiche and spinach salad, things made with green peppercorns from the Delicacies shop downstairs. And there is all the butcher block in the world right here to put it on.

On our way up to Sheets, we test a bed with a tent of Mylar over it. We observe ourselves reflected in the silver foil. Do turkeys see themselves basting? "Russian," I say. "What?" "If it's not tropical, it will be Russian." "Why?" "Because Saint Laurent is going Russian." "Let's just move on to Sheets," she says.

Up on Seven in Linens, we discover again there are still no pink-beige towels. (Yes. They

(Continued on page 182)

Hello, gorgeous!



If this looks good to you, you've come to the right place. The Roosevelt.

You're here on business? Small world! So are we.

We're right in the middle of the reason you came to New York.

Easy in, easy out, super fast service from the best people in the business.

And you've gotta love the neighborhood.

Out your window in the morning? BBDO! Union Carbide! Pan Am! Brooks Brothers!

If you came to New York to do a little business, get a room with a view: The Roosevelt, Madison at 45th, New York City.

THE ROOSEVELT

What we are is where we are.

(800) 221-2690. In New York State, call (800) 522-6449. In the city 661-1717.
Call your corporate travel office or travel agent.

VOGUE'S TRAVELOG

North Carolina

CASHIERS 28717



High Hampton is not the St. Regis.

We're off the beaten path. Our quiet valley in the Blue Ridge Mountains hasn't changed in centuries. Private 18-hole par 71 golf course with bent grass greens. 8 fast-drying tennis courts. Skeet and trap field. 3 lakes (bass & trout). Boating. Swimming. Riding, hiking, birdwatching. Children's program. 2300-acre estate at 3600 feet. Mountain rustic. Good food. May thru Oct.

For brochure, rates, or reservations, call or write:
Miss Agnes Crisp, Reservations Mgr
High Hampton Inn & Country Club
Cashiers, N.C. 28717. Ph. (704)743-2411. Dept. V

Plantation Inn
OCHO RIOS JAMAICA, W.I.

A luxurious way to escape. True colonial atmosphere. Impeccable Jamaican service: 120 dedicated staff for 130 guests. Cuisine to exacting standards. Two beaches, tennis, golf and all water sports.

INCOMPARABLE!
Both resorts retain their individual, very relaxed atmosphere. Both are owned and operated by the Young Family.
INCOMPARABLE!

Lantana
COLONY CLUB
AT SOMERSET BRIDGE · BERMUDA

The charm and elegance of an unique Bermudian cottage colony. Golf and tennis at their very best. Exquisite cuisine and memorable service to round out the finest Bermuda has to offer.

See your travel agent or
David B. Mitchell, 217 E. 49 St. N.Y. 10017
(212) 371-1323

WHEN WRITING TO THESE HOTELS OR RESORTS FOR LITERATURE OR RESERVATIONS, MENTION VOGUE MAGAZINE.

"This year, Bloomingdale's People are cooking Hunan and thinking about going into classical Mexican cuisine"

GO TO BLOOMIE'S

(Continued from page 180)

have pink-beige. But not *that* pink-beige.) We cruise Sheets. "No," she says, "you can't have those from the last time. I told you you'd get dizzy." I've been trying to buy the sheets covered with small blue cornflowers for months.

I see on display a bed made of twigs, covered with hanging plants and small white Christmas-tree lights. "Writer electrocuted in bed while watering plants," Solange points out, when I say I must have that bed.

One always visits Linens at the beginning and at the end of a marriage or love affair. At the beginning, for new sheets to match the lover's eyes; at the end, to help you forget. Because of the setup of the departments in Linens you never can buy very much. The salespeople standing in the Sheets department always insist they are in Comforters. And the people in Comforters are terribly sorry, but they only sell Pillows. One wants to go in with a lasso.

I pick up some beige sheets for limbo, and we prepare for descent. We do not go into Books. Bloomie's people buy paperback fiction, hardcover cookbooks, and perhaps the latest non-fiction best seller. They also buy books on old movies to give as gifts and the latest thing on self-improvement. I think a lot of them wait for the movie to come out.

On the way down, we do the Second Floor (the lingerie will soon move to a basement level). I check to see if there are any recent Lanz flannel nightgowns. We avoid Underwear, because the people there wish we would all burn our bras so they could go home. It is always "just about closing time" in Underwear. Or, "They haven't come in." Or, "We're expecting a shipment in a few months."

Each week, one must check the Department of Instant Trends near the escalator on Two; because it will have changed its spots to stripes. This spot is always chaotic with activity as customers wrestle for the vestiges of the lumberjack flannels with store people taking the flannels out to make room for bushels of walking shorts. What is all Chinese padded jackets one week will surely be Moroccan caftans and headwraps the next. Parakeet colors now, it will be the naturals as soon as you turn your back. It is the principle of Bloomie's merchandising run at fast-forward.

When one wonders where the efficient workmen have gone, Bloomie's has them all. Transformations are effected overnight, reflecting the mobility that is the operative characteristic the Bloomie's person wishes for. Unlike life, nothing does stay the same. Bloomie's does not have to wake up and see itself all over again tomorrow. It can enjoy the change the rest of us only attempt.

Finally, we go down the right stairs from the Main Floor to the Arcade and duck quickly into the dark, velvety Room of Interesting Jewelry, where the Saint Laurent shoes used to live. Those of us who can remember *that* are probably about to become shoppers emeriti, ready to do our serious buying along Madison Avenue.

TRUST BLOOMIE'S

(Continued from page 140)

Originated in a modest way, in 1872, Bloomingdale's has been on the upswing ever since 1954, when the unsightly Third Avenue El came down, exposing the store in a new light to a soon-renovated neighborhood with the largest median income in New York.

With eight branches in the suburbs, two stores-to-be in and near Washington, D.C., and four home-furnishing specialty stores on Long Island, in Westchester County, Philadelphia, and Boston, more Bloomie's People are being created every day. Retailers everywhere try to copy the Bloomingdale's style. The store's merchandising concepts are closely studied and its influence is felt coast to coast. Neiman-Marcus prexy Richard Marcus said, "Bloomingdale's is the finest conceptual merchandiser in the country."

Product development, far ahead of its competitors, is another unique creative concept at Bloomingdale's, where there is a fashion coordinator for every division (most merchandisers have only one for an entire store).

Within its incredible range, Bloomingdale's does *not* include refrigerators, men's razors, cameras, and other items already saturation-marketed that would take up precious space; but the store is proud of such offbeat specialties as being the only place in New York where one can buy a copy of the California magazine *New West*.

If you ask Bloomie's Store People what *they* think makes their shop so successful and so different, they have two words—Marvin Traub. "Marvin *is* this store, and every fiber of Bloomingdale's has him in it," said one V.P. "He is creatively aggressive; he'll turn on a dime, go all-out for a new idea.

"Nobody in a department store had ever before thought to bring in a marketing man; but Marvin brought in Arthur Cohen, who is now involved in advertising and public relations, financing, planing, expansion." (Cohen has already taken some marketing turns heretofore unused in the department store field, taking the Bloomingdale name to new territories.)

"Who else but Marvin Traub would walk all over New York looking at windows, see the Charles Jourdan shoe display, hire away the young designer—Candy Pratts—and give her free rein to turn our previously ordinary windows into a sensation? Marvin."

Likewise, Traub hired Carrie Donovan, a former fashion editor (Vogue, et al.) with no ad agency experience. He said, "I want you and your eyes for our promotion and ads. You'll pick up what you need to know about advertising." The store is now off on a new promotion-advertising tack with more photographs and less copy.

I took a walk through Bloomingdale's with Marvin Traub, a Harvard Business School graduate who, underneath his grey flannel suit, must surely be wearing the red "S" Superman leotard. He whirled through his store extolling its magic. Over the grind of power saws, he showed off a wreck of what was yesterday the basement. In a seemingly impossible four days, it was to be the fantastic new lingerie department. "We are going to put it all out where they can reach it, touch it, handle it."

We plunged to the lower Metro level of "Saturday's Generation," and Traub rather shyly indicated a photo on the wall: two sleek glistening and almost-nude creatures clutched in each other's arms. Two women, two men, a man and woman—what? "It's our new ad," he said with reserve. "I wouldn't let them put it in *The New York Times*, but we ran it in *The Village Voice*."

Finally it was ascertained that the two androgynous creatures are male and female—Traub was shocked that I should think otherwise, but I could see the handwriting on the future wall.

As we left the basement, Traub stooped and picked up an offending Kleenex. "I do it in other people's stores, too," he said. ▽

Some of us may cling, resorting, as energy wanes, to using the gracious Beatrice Dale private shoppers, who provide the personal services our mothers expected from Best & Co. in the days when one had one's "lady" who remembered one's name and size and taste. We scan the amulets and talismans on black silk cords and try on the flowered porcelain bangles that will be badly copied and hawked by vendors, we think, in about a month.

Solange heads for a cab. And I remember I promised friends in Connecticut that I would bring them Bassett's ice cream from Bloomie's Delicacies shop. Blinders on against the walls of preserves, the banks of cheeses, the baskets of bread shaped like turtles and alligators, I pick up cassis ice, double chocolate, rose sherbet, and, and . . . I have it double bagged. Today I go home on the train.

There are five minutes left before closing time. I dash back upstairs. A last-minute try-on of the canvas shoulder bags. They are part of the compleat Bloomie's Person look. One walks differently with such a bag. A sort of moving-forward, ready-to-go look, as though one has, indeed, packed everything up in the old kit bag. It is a contradiction, of course. How can the Bloomie's Person move without a fleet of vans, unless he or she is not trying. I have three minutes now until the store closes. I set a new record, passing right through the Main Floor, cash in hand, picking up a small bottle of gardenia scent from Perfume Works and going out the Third Avenue door just as the store closes.

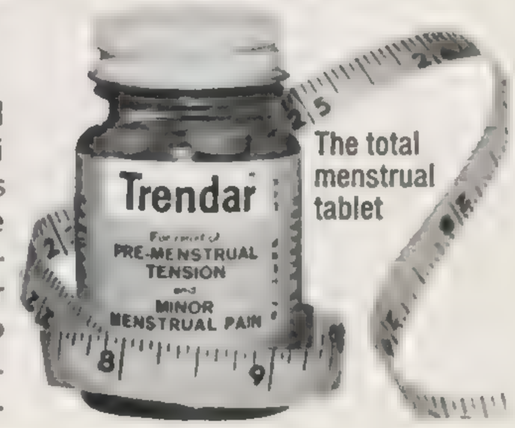
The train stalls on the way. The ice cream is melting. A Bergdorf's Person would sit, ice cream melting discreetly under her seat. The Saks's Lady would request assistance—expecting her mother to materialize with a small Vuitton freezer. The I. Magnin's Person has not been in a train in her life—remembering dimly that there was such a thing. (She would have traveled in a private car.) And the Bendel's Person—ridiculous—the Bendel's Person does not eat ice cream.

I do what any resourceful Bloomie's Person would do: get a stack of cone-shaped paper cups from the front of the car, and the other passengers and I share Bassett's ice cream all the way home. It is the Saturday Generation's way to deal with a muggy Friday evening on the New Haven Railroad. ▽



Can't get it together because of period puffiness?

Take Trendar...the total menstrual tablet and wear your sleekest pants...your skinniest bikini and be your own cheerful self. Trendar® helps relieve pain and cramps promptly. But, unlike the leading tablet, Trendar has special ingredients that help prevent the uncomfortable water build-up that bloats you out of shape...and so eases the tense unhappy feelings that go with it. No prescription needed. Take only as directed.



DISEASE

Continued from page 145

medical record, ask that it be noted. A line written several years ago about a life-threatening sensitivity that's buried in the record isn't enough protection.

There is increasing recognition of ill effects due to drug interaction, so anyone receiving a prescription for medication should make a point of mentioning other medications being taken concurrently and of asking what foods or medicines should be avoided. For example, if digitalis and a diuretic are taken at the same time, there is a loss of potassium and the digitalis can become toxic.

Too often, people expect drugs when they see physicians who, in turn, find they satisfy patients if they issue prescriptions. The physician, often in a defensive position, prescribes something even if he believes no medication is needed. "Patients feel they're not getting their money's worth if I don't write out a prescription," said one physician succinctly. The way to change this is to develop a very conservative attitude toward drugs. For self-protection, regard them as something to take when definitely indicated but to do without if used only for immediate relief of a benign, trivial, self-limiting symptom such as a stuffy nose or minor muscular ache. The person who waits for a cold to abate by itself is in a better position than the one who says to a physician, "You have to make me better," because there is no drug with a potential for good that doesn't have a potential for harm as well. The next generation may reap the benefits of this conservative attitude: one study indicates that adolescents who take mind-altering drugs come from families who use four times as many pills as families of children who don't take drugs.

The best way to avoid iatrogenic disease resulting from surgery, of course, is to avoid surgery (some of the possible complications are listed on page 145). When an elective surgical procedure is recommended, patients have a right to ask what would happen if the surgery were not performed. Could recovery take place spontaneously? What would be the course of the disease without it? Particularly when the surgery involved is controversial—such as tonsillectomy, coronary-artery bypass, or hysterectomy—patients should ask for a second opinion. In almost 18 percent of the cases surveyed, a recent study showed that a second specialist disagreed with the original opinion to perform elec-

(Continued on page 192)



TRUE EARTH PRESENTS

KOHL. Experience a dramatic beauty ritual: genuine KOHL eyes as Cleo wore them. KOHL is a light, charcoal-colored powder shot through with natural silvery luminescence. Use it as an eye liner, inter liner or a sultry, smudgy shadow. (No wonder Caesar fell for her!) KOHL is 100% natural and hypoallergenic. So safe it may be worn *inside* the eye (it never burns). Now available in 11 colors—all natural, too. Packaged in handmade pottery bottles with mirror and stick applicator. $5.50 ea.

AKKAR. More magic from True Earth, AKKAR is 100% natural lip and face color, stroked on the face wherever sun color is desired. AKKAR's color enhances *all* skin tones just as the sun does. Applied to moist lips, it becomes a berry-like stain. One application lasts all day—won't even kiss away! Comes in pottery urn with fabric pouch. Available in three colors. $5.00 ea.

True Earth Cosmetics, Dept. V-2
P. O. Box 1328
Fairfield, N. J. 07006

Enclosed is my _____ check, _____money order for $_____.

Please send me KOHL: (check quantity and shade desired).
____blue ____green ____original colour
____star ____brown ____olive green
____rust ____violet ____goldenberry
____pewter ____pale blue

Please send me AKKAR:
____original red ____cinnamon
____soft pink

name_____
address_____
city_____
state_____ zip_____

Venita has known a lot of suffering.



Venita is a shy little girl with big, dark eyes. You can see by her wistful expression that she has known much suffering in her short life in India.

She hardly remembers her parents. Her mother was in ill health when Venita was born. She died when Venita was only two years old.

Her father earned very little and lived in one room in a tenement in Delhi. He was unable to support and care for the frail little girl. He asked a children's Home, affiliated with the Christian Children's Fund, to take care of his daughter.

There is still a sad, haunting look that lingers in Venita's dark eyes. But she's improving. Gradually she's losing her shyness, and she smiles and plays with other children who share the same room at the Home.

Venita now has the care she needs. Her CCF sponsor here in this country is helping give her a better chance for a useful, happy life.

But there are many other needy children still waiting for sponsors.

You can sponsor such a child for only $15 a month. Just fill out the coupon and send it with your first monthly check.

You will be sent the child's photograph, name and mailing address, plus a description of the project where the child receives assistance.

You may write to your sponsored child and your letter will be answered. You will get the child's original letter and an English translation. (Children unable to write are assisted by family members or staff workers.)

Your love can make a big difference in the life of a needy little child. Please fill out the coupon now . . .

Write today: Dr. Verent J. Mills

CHRISTIAN CHILDREN'S FUND, Inc.

Box 26511, Richmond, Va. 23261

I want to sponsor a ☐ boy ☐ girl.

☐ Choose any child who needs my help. I will pay $15 a month. I enclose first payment of $_____. Please send me child's name, mailing address and photograph.
I can't sponsor a child now but I do want to give $_____.
☐ Please send me more information.

Name_____

Address_____

City_____

State_____ Zip_____

Member of International Union for Child Welfare, Geneva. Gifts are tax deductible. Canadians: Write 1407 Yonge, Toronto, 7.

VO2880

"Muscles store problems just as the brain does and must be worked out every day"

FEAR OF SWEATING

(Continued from page 144)

attribute such disgusting noises only to circus weight lifters."

On the other side of pain stands Lydia Bach, a very enterprising and energizing owner of the Lotte Berk Method of exercise in New York City. Ms. Bach doesn't like to use the word *pain*, "because pain is a negative word, and most people can't deal with it. Besides, pain means that you are overusing those muscles.

"I prefer to use the word *stress* or *release*. You don't need to overwork your body to the point of becoming a cripple. That doesn't help women to gain control of their bodies . . . matter of fact, it assures them that their initial 'fear of sweating' and dislike of body movement were right from the start.

"I find that an average female will give in to the workout and will push herself to her stress level if she is motivated to begin with, if she understands that muscles can store problems as the brain does and must be worked out every day."

Ms. Bach has found many women more afraid of their pelvic regions than of any other part of the body. "It's as if they were all numb in that area and unable to feel or even to control a gentle rocking motion. That's why some women say that certain pelvic exercises can do wonders for their sex lives."

Lydia Bach thinks that the female form is changing now that women are opening up to a more vital physical program. "There isn't going to be the stigma attached to a rounder, firmer, more muscled female body. And I don't think people will dismiss women involved in working their bodies as narcissistic or 'sex-object' obsessed."

However, Lydia does disagree with Diana Nyad in thinking that for exercise a leotard is more comfortable and desirable than shorts and shirt. "What better way for a woman to get in contact with her body than by watching herself in motion in the revealing fit of a leotard and tights? Sometimes balloon track shorts and a tanky T-shirt just hide you from yourself."

Personally, I think a lot of women like to work out in a leotard probably because of a "Zelda Fitzgerald" fantasy of being a ballerina. Some of us wouldn't mind turning back the clock to when we were eight years old and standing at the barre in pink tights doing our impossible pretzel-shaped fifth-position pliés. Even during those early days of hiding out in the bathroom during gym class, I knew that dance was definitely worth sweating for; it was basketball and softball I had my graceful doubts about.

Okay, so we all fear sweat because it means stress and losing control, not looking nice, not smelling nice, not being female. Well, Dr. Estelle Ramey, a very outspoken professor in the department of physiology and biophysics at Georgetown University School of Medicine, goes one step further in her clinical approach: "There are two kinds of sweat. One is the kind men really fear: the kind that President Nixon's upper lip was so famous for on all his television press conferences. That sweat has to do with anxiety. Men dislike that kind of 'sweating it out.' Yet isn't it funny how 'sweating like a horse' after a country-club tennis match is looked upon as something admirable?

"But you do need to sweat, if only to regulate your body temperature. Maybe women should learn that if you don't sweat during workouts and at rest—if you don't maintain the body temperature—you will suffer. Actually, I assume that most modern women are already into regular amounts of vigorous exercise and past the point of worrying about their underarms and odor. You can't tell me that most of the women today haven't figured out the age-old truth that applies to brains, muscles, and sex organs: 'use them or lose them.' And, let's face it, it's going to take some people buckets of sweat for those three to function properly, if at all, throughout their lifetimes."

My personal observation on "the Fear of Sweating" is that it goes farther than a lot of fitness experts say. The fear of sweating is fear of self; it's all tied up with the same scared knot women have about giving themselves monthly breast examinations; it's why many females still won't look long and hard at themselves naked in a full-length mirror every morning, let alone jump into a pink leotard-and-tights outfit; it's why many women won't join a health club, because they can't stand to look at other female naked bodies in the locker room.

Actually, locker-room logistics for women are a whole other problem subject. A friend of mine joined a gym; and, after the first day, she felt so humiliated that she had forgotten to tip the lock-

(Continued on page 189)

VOGUE'S SCHOOL DIRECTORY

Write Vogue's School Bureau, 350 Madison Ave., N.Y. 10017, or call 212-692-5262

N. Y. City Day Schools

BENTLEY SCHOOL

Coeducational • 61st Year • Nursery to College. Sound Academics—Creative Arts—Sports
Excellent record of college admissions
Pre-School & Elementary, 112 E. 71 St. BU 8-2666
Jr. & Senior High School, 48 W. 86 St. TR 4-1661

SEARING SCHOOL

Coed Day School Grades 7-12

If you could give your son or daughter an ideal education, this is what you'd provide: classes of 2-5 students, individually-planned programs, learner-paced classes and attention to maturational needs. Entrance throughout year.
Summer School
127 E. 59th St., New York, N.Y. 10022
755-5626

Tutoring

The One student/One master

concept for boys 12 thru 20 of average and superior intelligence:
• Wishing to accelerate • Who have lost one or more years • With academic deficiencies • Foreign students wishing to enter American universities. Offering completely individual instruction for **each student** in a private classroom setting, to foster the relationship and environment many boys need to realize their maximum potential and assure college acceptance. CAIS accredited. Students may enter anytime between Sept and July For booklet write
The Oxford Academy Est. 1906 - Dep't V, Box 125, Westbrook, Conn 06498

Special School

A Chance to Blossom

An independent, non-profit, residential school offering a complete year-round educational and personality development program for special children from Kindergarten through Grade 8
Happy, busy and homelike atmosphere on a large country campus west of Boston. Founded 1896
THE DOCTOR FRANKLIN PERKINS SCHOOL
David V. Perkins, Director of Admissions
Lancaster, Massachusetts 01523

To help you . . .

Listed in this Directory are elementary and secondary schools, junior and four-year colleges, as well as professional and vocational schools. Write to those which interest you, mentioning Vogue. Be sure to give proposed entrance date, age and grade at present, type of program or course you prefer. Catalogs will be sent to you promptly. If you need assistance in finding the right school to meet your particular requirements, write to us and we will be glad to give you information.

Vogue's School & Camp Bureau
350 Madison Avenue
New York, NY 10017

Coeducational Schools

McCALL'S SCHOOL & CAMP

In Trinity Forest. Comfortable & modern facilities within wilderness setting. All grades 1-12. College Prep and General; Electives. 3 terms, and summer school. Camp sessions all year, minimum of 2 wks.
Mrs. Blanche McCall, Box 197, Hyampom, CA 96046

HAPPY VALLEY SCHOOL

Coed. Day & Resident. Grades 7 thru 12. College Preparatory. Small enrollment. Family atmosphere. Accredited WASC. Sports; Creative Arts; Science; Backpacking. 32nd year.
Box 68V, Ojai, CA 93023. Tel.: 805-646-1194.

Ojai Valley School

Coed, college prep, accredited WA, gr. 3-12 • Small classes, Individual attention, Family atmosphere • Two campuses with a wide range of athletics and outdoor activities • Riding, Shop, Pottery, Home Economics, Drama and Photography • Summer School Camp with academics and special activity programs • Equal Opportunity Admissions Policy
Catalog: Patrick W. Faverty, Admissions, Box V
723 El Paseo Rd., Ojai, CA 93023—(805)646-1423

JUDSON-ARIZONA

BOARDING COLLEGE PREP COED



Prep, General Courses. Grades 1-12. Small classes. AAIAS, NAIS, State accredited. Healthful desert climate; informal Western life. Developmental & Remedial Reading. All sports, riding, swimming. Art, music. Summer Study/Travel Abroad. Brochure.
Henry V. Wick, Director, Judson School
Box 1569, Scottsdale, AZ 85252 602-948-7731

For further help, based on our many years of experience and visits to schools and colleges, call us for an appointment, or write to us.

Pine Crest School

Fort Lauderdale, Florida
Fully accredited SA, college prep. Boarding, grades 7-12. Honors, Advanced Placement courses. Major sports, chorus, band, drama, fine arts. Modern air-conditioned facilities. Coeducational.
Adm. Dir., Box J, Pine Crest School
Fort Lauderdale, Florida 33334

FOR AN EXCITING LEARNING EXPERIENCE

consider WEST NOTTINGHAM, the 2nd oldest coed boarding prep school in the country (Est. 1777), with young ideas. Informal academic program includes 4-day class week, Grades 9-12. Fully accredited MSA. Small classes. Athletics. 80 acres 90 miles northeast of Washington, D.C.
Write or call: Headmaster, Box 24
WEST NOTTINGHAM ACADEMY
Colora, Maryland 21917 • 301/658-5558

SANFORD SCHOOL



Coed Boarding (7-12) and Day School (K-12). MA Accredited since 1937. College prep program plus special help with learning skills. Pre-professional majors in art, music, radio, and horsemastership. Small classes. Interscholastic sports. 150 acres. 7 miles from Wilmington, Delaware.
Sanford School, Box 105
Hockessin, Delaware 19707.

CULVER MOTIVATES BOYS & GIRLS

College preparatory program . . . Advanced placement in all disciplines . . . Five languages . . . Low student faculty ratio . . . 18 varsity and 15 intramural sports . . . Horsemanship [130 horses] . . . FAA Flight Training . . . 1500 acre campus . . . Scholarships. [Grades: Boys 8-12; Girls 9-12]
Tel.: 219-842-3311
Write for Catalog
810 Pershing Court
Culver, Indiana 46511
ULVER
MILITARY ACADEMY & ACADEMY FOR GIRLS

Coeducational Schools

LAKE FOREST - FERRY HALL

Coed, accred. N.C., college prep. Scholarships for Excellence. Over 70 courses. Off-campus academic, social service, cultural, wilderness progs. Sports.
Lake Forest Academy-Ferry Hall School, 1500 West Kennedy Road, Lake Forest, IL 60045. (312)235-3210

Williston Northampton School



Coed, college prep; 400 students, grades 9-12, near Smith, Amherst, Mt. Holyoke, Hampshire Colleges & UMass., allowing varied cultural offerings in rural location. Interesting & flexible curriculum; extra-curricular strengths in athletics, theatre.
Contact: Admissions Office. 413-527-1520.
Easthampton, Massachusetts 01027.

4 to 1 Student/Teacher Ratio

Both the achiever and slower student blossom in Winchendon's small round-table classes. (As few as 2 students per class.) College prep; broad range of elective courses. Tutorial & remedial work offered. Blending of traditional & contemporary values in educational approach & life style. On 200 rolling acres in north-central Mass. Our 50th yr. Write for illus. brochure:
The Winchendon School, 117 Ash Street, Winchendon, MA 01475 or call collect: 617-297-1223

WORCESTER ACADEMY

In its 143rd year of preparing for college. Grades 7 & 8 day only; 9-12 day and resident. Excellent college placement record. International enrollment Urban Affairs. Individual attention. Classes sectioned by student ability. Advanced Placement. Complete sports, Music, Art, Photography, Drama. For information write:
John A. Bloom, Headmaster
87 Providence Street
Worcester, Mass. 01604

Northwood

Lake Placid, New York
Home of the 1980 Olympics
Small coed college prep., grades 8-PG, in the Adirondacks. Broad Curriculum, ecology, advanced biology, art major. Strong outdoor program, mtn. climbing, bicycling, ski racing & hockey vs college frosh and Canadian teams. Est. 1905. Write
W. John Friedlander, Headmaster, Lake Placid, New York 12946

Prepare for Life in an orderly environment conducive to improved academic performance. Develop strong citizenship qualities while associating with young men and women enjoying extensive varsity and intramural sports programs, horsemanship, flying, dances and club activities. Band scholarships. Learn basic traits of leadership at school awarded Sec. of Army's coveted "Honor School With Distinction."
Grades 5-12
Summer Session.
Non-discriminatory.



New York Military Academy
B.Gen. F.J. Roberts, USA, Ret., NYMA, Box 5
Cornwall-on-Hudson, N.Y.12520 914-534-3710

EDUCATIONAL VALUES

☐ A small, intimate school, grades 9-12 coed, in an inspiring, 540-acre country setting just 2 hours from Manhattan ☐ Strong emphasis on the creative and performing arts ☐ Unusual natural history program ☐ Winterim on-and-off campus work/study program ☐ Thorough college preparation, with many options in social studies, science, languages, math and literature ☐ A careful blend of structure and freedom that encourages full realization of each student's potential ☐

BARLOW
Box 12 • Amenia, NY 12501
TEL: 914/373-8111
ESTABLISHED 1940

Coeducational Schools

THE STOWE SCHOOL

An innovative coed learning community for H.S. students. Self-gov't., social work, non-res. term; arts. Responsibility for one's own education. Graduates enter wide range of colleges. **Hubert F. O'Brien, Jr. Headmaster, 504 Mountain Road, Stowe, VT 05672**

RUMSEY HALL SCHOOL

Coed Boarding and Day. Grades 1-9. Rural env. 1½ hrs. from NYC. Small classes, full athl. prog. incl. indoor tennis and crew. International summer prog. in Spain. Gr. 7-12; Summer Session on campus Gr. 3-9.
John Schereschewsky, Washington, Conn. 06793.

The Bement School

Co-educational Grades 1-9.
Country Boarding home-like dormitories. Thorough academic training for leading secondary schools. Enrollment—boarding and day—150. Small classes. Arts & sports.
John N. Butler, Hdm., Box V, Deerfield, MA 01342

GOULD ACADEMY

One of New England's oldest coed schools, founded 1836. Excellent college placement record. 1) Foreign Exchange Program with schools in Germany, Mexico and France. 2) Curricula offerings from Chinese & Russian languages to Environmental Science. 3) One of best programs for ceramics, glass-blowing, metal casting, photography, etc. 4) Outdoor program of quality: 5 minutes from White Mt. Nat'l. Forest. Ski racing; indoor & outdoor tennis; wide variety athletics for all. **Box V, Gould Academy.**
Bethel, ME 04217. (207) 824-2161

We invite you . . .

When you are in New York we invite you to call at our offices—a few steps from Grand Central Station—to discuss your school questions with us.

Junior Colleges

ENDICOTT

A Two-year College for Women
Shore Campus Near Boston
A.A. and A.S. Degrees
Liberal Arts and Career Courses
Endicott College, Box V, Beverly, Mass. 01915
Endicott College admits students of any race, color, and national or ethnic origin

FASHION
design—merchandising—illustration
INTERIOR
2 year residential degree program
BENNETT COLLEGE
Millbrook, N.Y. 12545
Call and/or visit 914-677-3441

College

Virginia Intermont College

Established 1884
Liberal Arts & Career Fields: Allied health studies, art, ballet, biology, communications, drama, early childhood and elem. education, English, general and medical secretarial, horsemanship, medical tech., merchandising, music, phys. ed., photography, psychology - sociology, social work. Financial aid. Travel. Sports. B.A. and A.A. Director of Admissions, Virginia Intermont College, Box V, Bristol, VA. 24201 Tel: 703-669-6101



Foreign Schools

SEA PINES ABROAD
American Preparatory School in the Austrian Alps. Co-educational. Boarding. Grades 9-12 plus PG. Traditional academic standards. Ski lifts galore. Adventurous travel program. For catalog, write: **Sea Pines Abroad, A-5324 Faistenau 13, Austria.**

LAWNSIDE IN ENGLAND
Girls 11-18 welcome at Independent boarding school, Great Malvern, Worcestershire. Education to university entrance. Drama, music, art, physical education. Easy access London airport. Details from **Mrs. D. Stewart, 1469 Durham St., Oakville, Ontario.**

ACADEMIC YEAR ABROAD
Individualized study programs in Paris or Madrid, and, beginning 1976, London. Semester, year or interim programs for college and pre-college students. Summer projects in France. (212) 752-2734. **221 East 50 Street, New York, New York 10022**

Listed in Vogue's Camp Directory are Camps, Trips and Summer Schools. You may have a copy, free if you wish.

American College of Switzerland
Education for an International World
1854 N Leysin Switzerland
Degree programs in International Business Administration, Modern Languages, Pol./Soc Sciences, General Studies (BA), Math/Science (BS), Computer Science. Europe-wide Field Research, Study Tours. Skiing at the doorstep. International Student Body Co-ed. Alpine campus above L. Geneva
U.S. Rep. Hans N. Spengler, 330 E.49, New York, N.Y. 10017

SWITZERLAND
Rosehill International School (Institut Auf Dem Rosenberg)
Coed Boarding School. Preparation for American and British University entrance. Small classes. Commercial Studies. Post-Graduate Year. Summer Language Courses.
Write for details: CH 9000, St. Gallen

VILLA PIERREFEU SWITZERLAND
A year between High School & College to improve your French. Immerse in the European way of life & culture! Girls' Finishing School with international student body. Languages, Home Ec., Modern General Culture. Entrance Oct., Jan., April. Summer Holiday course.
For details: La Directrice, Villa Pierrefeu CH-1823-Glion-Montreux/Suisse. Tel. 021 61 34 28

LEYSIN AMERICAN SCHOOL
Above Lake Geneva, Switzerland
Co-ed Boarding; University Preparatory Studies; Grades 9-12; College Testing and Advance Placement; International faculty; Small classes; Curriculum related tours; Winter sports; Excellent transfer record to U.S. universities. **Affiliated with American College of Switzerland**
Registrar 1854N Leysin, Switzerland or, Hans N. Spengler, 330 E 49 St New York, N.Y. 10017

THE AMERICAN SCHOOL IN SWITZERLAND TASIS
Highest American academic standards • College preparation with an international dimension in Lugano, Switzerland • Co-ed, grades 7–12 • Excellent faculty and college entrance record • Research trips and vacation travel in Europe • St. Moritz ski term • Sports, lectures, activities •
Contact: N.Y. Rep. 326 East 69th Street, New York, New York 10021. Tel. (212) 988-5462.

FLEMING COLLEGE FLORENCE
An American, two-year coed liberal arts college in Florence, Italy. Areas of study include Fine and Studio Arts, Archaeology, Humanities, and Languages. Pre-College year and two-week Italian Home Stay available. Small classes, outstanding faculty, and course-related travel.
Contact: N.Y. Rep. 326 East 69th Street, New York, New York 10021. Tel: (212) 988-5462.

Girls' Schools

ANDREWS SCHOOL
College prep; career training. Students of any race, religion, nat'l. origin. Music, drama. Team sports; Stables; Tennis. Outstanding faculty. Small classes. Fully accred. NC. 300 wooded acres e. of Cleveland.
Mr. Plum, Andrews School, Willoughby, OH 44094

Radford
SCHOOL FOR GIRLS
Established 1910



A fully accred. (SA) college preparatory school with boarding facilities. Athletic complex; indoor pool. English for foreign students. Excellent climate for year-round activities. Non-profit, non-sectarian, non-discriminatory. Small classes. Grades 6-12.
2002 Radford Avenue El Paso, Texas 79903 (915) 565-2737

Grier



College Prep. Academic Programs. Ind. guidance. Scholarships. Grades 8-12. Creative Arts, Riding, skiing, team sports. 1000 acres. Dances. 123rd yr. *814-684-3000.*
Dr. D. G. Grier, Tyrone, Pa. 16686

STUART HALL
STAUNTON, VIRGINIA



Boarding school for girls — Grades 9-12 College Prep. in Virginia's Shenandoah Valley. Founded 1844. Music, Art, Dramatics. Indoor pool, gym, tennis. Riding Program. Winter Miniterm. Racially nondiscriminatory admissions
Director of Admissions, Box 210-V Staunton, Virginia 24401 703/885-0356

BE SOMEONE SPECIAL



A small residential school for girls where people care, accept & understand. Modern facilities on the Mississippi between Chicago & St. Louis. 4-year college & career prep. Ind. study, bus. & home ec. Personal guidance & counseling 3-day weekends. Social activities & competitive sports. Catholic; non-discriminatory. **Box 158 E, Saint Mary's Academy, Nauvoo, Ill. 62354. (217)453-6619.**

You may be sure schools listed in VOGUE's School Directory are known to our Bureau.

GOLDEN HILLS ACADEMY



A Boarding school for Younger Girls in Grades 1 through 6 Coed day K through 9
Entrance in September and January
Tuition $4,300 per year
Golden Hills Academy
Box V, Rt. 3, Box 186, Ocala, Florida 32670 (904) 629-5483 – 629-2474

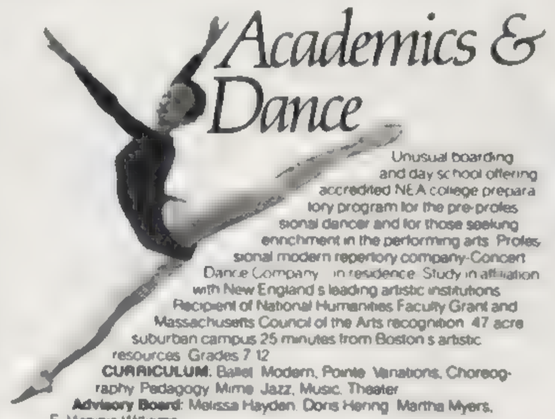
Girls' Schools

ACADEMY OF THE VISITATION
Girls' Bdg. & Day school. K thru Grd. 8. Art, Music, Riding, Phys. Ed. and Sports. Special language dept. for foreign students. 40 miles from Washington, D.C. & Baltimore. **Sisters of the Visitation, 200 E. Second St., Frederick, MD 21701. 301-662-3322.**

STONELEIGH-BURNHAM SCHOOL
Edward M. Stevenson
Headmaster
Box V
Greenfield
Mass. 01301
413-774-2711
An independent boarding school for 175 girls, grades 9-12. Pre-college curriculum with electives, ind. study & advanced placement. Creative arts, wilderness program & skiing. 150 acres near 5-College area; stable, indoor ring & gym. Faculty-student ratio, 1:5. Est. 1869. Accredited by NEASC.

Foxhollow
A small country boarding school for girls on a 400 acre campus of hills and lakes. Strong college preparation through a four-year correlated program in the humanities. Studio art, drama, music, community service programs. Our own stables and riding ring, skiing, tennis and hockey. Grades 8-12. Call or write:
Mrs. Thomas P. Ryan, Admissions
Foxhollow School
Lenox, Mass. 01240 413-637-0071

Academics & Dance



Unusual boarding and day school offering accredited NEA college preparatory program for the pre-professional dancer and for those seeking enrichment in the performing arts. Professional modern repertory company-Concert Dance Company in residence. Study in affiliation with New England's leading artistic institutions. Recipient of National Humanities Faculty Grant and Massachusetts Council of the Arts recognition. 47 acre suburban campus 25 minutes from Boston's artistic resources. Grades 7-12
CURRICULUM. Ballet, Modern, Pointe, Variations, Choreography, Pedagogy, Mime, Jazz, Music, Theater
Advisory Board: Melissa Hayden, Doris Hering, Martha Myers, E. Virginia Williams
Ballet Faculty: Sydelle Gomberg (Chairman), Shirley Benjamin, Sam Kurkjian, Lynn Winslow, plus distinguished guest teachers
Modern Faculty: Peggy Brightman (Chairman), Barbara Kauff, plus distinguished guest teachers
Walnut Hill School
For catalog, call (617) 653-4312 or write: 15 Highland, Natick, Ma. 01760



St. Catherine's Girls.
They're studying French in Paris, Italian in Rome, and theater on Broadway. The occasion? St. Catherine's mini-mester which allows each student to spend three weeks of study on the subject of her choice—from Persian rugs to community problems.
It's just one of the many ways we make learning exciting at St. Catherine's—the boarding school for grades 9-12, open to academically qualified students of all races and creeds.
St. Catherine's School
Write for catalogue: Director of Admissions
6001 Grove Ave., Box B, Richmond, Va. 23226

To help you....

Choosing the right school for your children or yourself is one of the most crucial decisions of life. The rewards are rich beyond measure.

As a reader of Vogue, you may expect to find contemporary and reliable information about academic, vocational and professional training in the listings of Vogue's School Directory. For further data, write us.

Boys' Schools

MALCOLM GORDON SCHOOL
Est. 1927. Small school for boys, grades 5, 6, 7, 8. Homelike atmosphere. Prepares for leading secondary schools. Supervised study. Ice-hockey, team sports. Gym. Riflery. Overlooking West Point, 50 mi. NYC.
David Gordon, Jr., Garrison, NY 10524. 914-424-3369.

DeBERRY ACADEMY
57th yr. Boarding Boys Grades 1-9. Separate classes & dorm Gr. 1-4. Family life, affectionate care. Good food. Small classes, reading lab, individual attn. Sports. Semi-military. Enter anytime. Moderate rate.
DeBerry Academy, Box V, Baxter, Tennessee 38544

RANDOLPH-MACON ACADEMY
Outstanding college prep school in beautiful Shenandoah Valley. Gr. 7-12, small classes, 250 enr. Indiv. attention: excellent facilities on 100-acre campus. Coed day program. USAF ROTC. Write:
J. Dan Collins, Box V, R-MA., Front Royal, VA 22630

A faculty advisor for each student at
Augusta Military Academy
Augusta believes that individual attention develops the student's potential for academic self-reliance and leadership. Grades 8-12 and P.S. Lower School Grades 4-7. Non Mil. Sum. School. Non-discr. Adms.
Write Col. V. Harris Livick Box 100, Fort Defiance, Virginia 24437

FORK UNION MILITARY ACADEMY



Our ONE SUBJECT PLAN for grades 9-12 increases honor roll. Fully accred. SACS. Training toward successful manhood and sound character. Sep. Jr. School, gr. 5-8. 18 modern buildings. 2 pools. 2 gyms. Bands. Glee club. Skeet. Horsemanship program. 78th yr. Non-discriminatory.
Non-Mil. Sum. School, gr. 7-12.
Write ADMISSIONS, Box 901 Fork Union, Virginia 23055

MMI
Millersburg Military Institute. Coed: Boys, bdg. & day; Girls, day only. Grades 5-12. Accred. (SA & State of KY.) college prep school in Blue Grass region, 25 mi. e. of Lexington. 84th yr. of quality education. Self-discipline, good study habits, leadership development. Small classes. Major sports. Band. Junior ROTC.
Prepare today's youth for tomorrow's responsibilities.
Write: Col. A. C. Hadley, USA (ret.) Millersburg, KY 40348. (606) 484-3353

Florida Air Academy
The small Teacher-Student Ratio Has made FAA one of Forida's Largest Boarding Schools. Grades 1-9 FLORIDA AIR ACADEMY, 6501 W. Sunrise Blvd., 35 Ft. Lauderdale, Fla. 33313
Grades 9-12 & P.G. FLORIDA AIR ACADEMY 1950 S. Academy Dr., Melbourne Fla. 32901

Your son's school may be a traditional college preparatory school—or a school with military or naval training. For the younger boy there are schools with careful guidance by masters.

Devoted to the individual boy
Restore confidence, arouse aspirations, correct study skills. Faculty-student ratio 1-4. College prep. Special program for dyslexics. Boys 12-19. Enroll now. Sports. Summer School. 30th yr. Catalog.
David W. Milne, Headmaster
GARLAND
Box 700 Chester, N.J. 07930 201-879-5211

ST. FRANCIS
Grades 9-12 & PG
The vigor and enthusiasm of youth are channeled into a true commitment to learning under the Franciscans. Small classes with emphasis on self motivation. 98% college acceptance. Modern facilities on 70-acre country campus near Gettysburg. Excellent sports. Moderate tuition. Non-discriminatory.
Father Clair H. Anstead, Hdm. Box AV Spring Grove, Pa. 17362 Call 717-225-5715

ARMY & NAVY ACADEMY
A school of distinction and standards since 1910. On the Pacific Ocean 35 miles North of San Diego. WASC Fully accredited college prep. Grades 7-12. Honor ROTC unit. Full sports program. Write: Box V,
Carlsbad, CA 92008. Phone: (714) 729-2385

Secretarial & Business

BETTY OWEN SECRETARIAL SYSTEMS

Learn to type in 4 weeks. Shorthand in 8 weeks. Special 10 session course for prep school students. 630 Third Avenue, NYC 10017. 212-867-7667.

Home Study

HIGH SCHOOL AT HOME

If you left school without finishing, write for free brochure about our home study method, diploma, and accreditation. Low monthly payments include all books and instructional service. **American School, Dept. HC48, Drexel at 58th St., Chicago, IL 60637**

BOOKKEEPING

Be a Bookkeeper in 6 months! Learn at home. High earnings—full or part time. Get a job or work for yourself. Write: **North American School of Accounting, Dept. WD086, 4500 Campus Drive. Newport Beach, California 92663.**

STUDY INTERIOR DECORATION AT HOME



Leading school offers top course. Individual programs. Illustrated lessons—color & fabric samples. Rewarding career or hobby. Certificate. Send for Catalog C27
N.Y. SCHOOL OF INTERIOR DESIGN
155 East 56th St., N.Y. 10022

Word Power

Improve Your Word Power. Of 800,000 words in the English language, most people use only 1,000. Test your vocabulary by completing our simple, free test, and find out about a course to expand your powers of communication and comprehension. Details from Dept. VSD,
BCM-Academy, London, WC1V 6XX, England



Design Smart Fashions
LEARN AT HOME - SPARE TIME
Send for Free booklet.
Name _____
Address _____
City _____ State _____ Zip _____
NATIONAL SCHOOL OF DRESS DESIGN
Sherman Turnpike, Dept. 900-61, Danbury, CT 06816

Riding School



Pacific Horse Center
School of Horsemanship
A career with horses? Theory, dressage, jumping, instructing. 12 wk. residence for all riding levels. Quarterly sessions. College accredited. Approved A.H.S.A. For brochure write:
Pacific Horse Center
Box I, Elk Grove, California 95624

Modeling

Why Spend 6-24 Months Learning? Attend my Crash Seminars on Poise, Charm and Modeling, in Palm Beach, Fla., or NYC. One Full Day — 3 Days & 2 Nights — 7 Days & 6 Nights — or a Seminar in your town. Grooming, Diet, Modeling, etc.
MAEZIE MURPHY KLINE
220 Sunrise Avenue
Palm Beach, FL 33480 1-305-833-3052

Modeling

the classic school — **A Professional School run by Professionals**
3-month Coed Career Courses in Modeling & Television. 6-month Drama Course, Self-Improvement Course. Portfolios by N.Y. Fashion Photographers included. Staffed by leading Models, Make-up, Hair Artists. Modern Jazz and Drama Coaches & Televideo equipment.
Phone or write for no-obligation interview
83 Chestnut Street, Ridgewood, NJ 07450
201-444-7108



Be a model... or look like one!

Since 1939, Barbizon's Fifth Ave. New York School has trained countless girls for modeling careers. Now, there are *local* Barbizon Schools across America. Girls, 13 and older, get our new 32-page book that may start you on your way. No obligation.

THE BARBIZON SCHOOLS
689 Fifth Ave., Dept. V-8, NYC 10022 • (212) 355-5700
name _____ age ____
address _____ zip _____
city _____ phone _____

Schools for your son, your daughter, yourself, are listed in the pages of Vogue's School Directory. Write to the heads of the schools—or colleges—for catalogs.

Personal Development

Personal Development

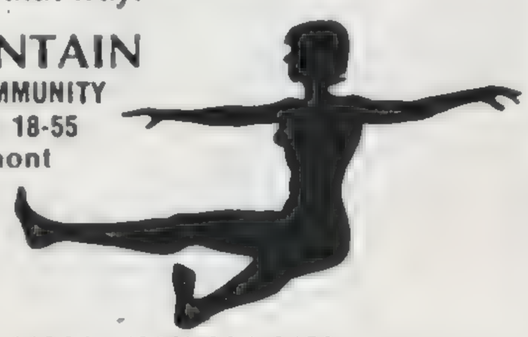
YOU'RE GOING TO LIKE YOU.

Now . . . during any season . . . on a lovely college campus in Vermont . . . you can become the woman you want to be. You'll lose weight (or gain weight) . . . and learn to maintain weight with the expert guidance and support of a leading nutritionist. You'll study nutrition . . . eating techniques . . . poise. Specialists will coordinate an unusual program of **nutrition education . . . eating behavior modification** and **exercise.** You'll also swim, golf, play tennis, ski, skate, snowshoe and much more. When you return from Green Mountain you'll like the woman you've become . . . and you'll know how to stay that way.

NOW . . . Fall, Winter, Spring, Summer

GREEN MOUNTAIN
WEIGHT CONTROL COMMUNITY
FOR YOUNG WOMEN 18-55
Poultney, Vermont

Thelma J. Wayler, M.S., R.D.: Director



For complete information, call or write:
GREEN MOUNTAIN, DEPT. AF,
230-10 64th AVE., BAYSIDE, N.Y. 11364 • (212) 224-6453

Drama, Radio, TV

Neighborhood Playhouse School of the Theatre
340 E. 54 St. New York 10022
Two Years' Intensive Training in Theatre—Acting, Voice, Movement. Catalog V.
FALL SESSION
SIX WEEKS SUMMER SESSION

If you need more information about these or other colleges or schools, do not hesitate to write to us.

Music

DALCROZE INTERNATIONAL SCHOOL OF MUSIC
"Combining the best features of European and American Music Education"
Complete Music Curriculum—Artist Faculty—Dalcroze Teacher's Certificate Program
Only Authorized Dalcroze Teachers' Training School in the Americas
DR. HILDA M. SCHUSTER: DIRECTOR
161 E. 73rd St., New York, N. Y. 10021 TR 9-0316

Travel Career

Get going with a travel career!



Our grads hold good positions with airlines, travel agencies, hotels, inns, resorts. Accredited member NATTS. 40th Yr. 12 & 28 wk. classes. Coed. Send for your free *Ticket to Success* today. Start Jan.-Mar.-July-Sept.

McCONNELL SCHOOL, INC.
1030 Nicollet • Rm 20 • Minneapolis, MN 55403
Name _____ Age ____
Address _____
City _____ State _____ Zip ____

If you need assistance in finding the right school to meet your particular requirements, write to us and we will be glad to try to help with some additional information—without charge.

Mr.
Mrs. _____
Miss

Street address: _____

City _____ State _____ Zip _____

For son _____ daughter _____ self _____ other _____

Age now _____ Grade completed in school _____ Or year completed in college _____

Major field of interest _____ Location preferred _____ To enter in _____ 197__

8-76

For advice: write Vogue's School Bureau, 350 Madison Ave., N. Y. 10017, or call 692-5262

BAUDER
of ARLINGTON, Texas

SCHOOL OF RETAILING AND INTERIOR DESIGN
in center of Dallas-Ft. Worth, nation's second largest fashion center! 1-yr. Diploma, 2-yr. Assoc. of Arts Degree. Classes start Jan. & Sept. Accredited member NATTS, approved for foreign students.

••••••• Please send more information to: •••••••

Name _____
Street _____
City _____ State _____ Zip ____
Age _____ Phone _____ A.C. _____
Year Graduated or Will Graduate _____

BAUDER fashion college
Dept. V-876, 508 S. Center St., Arlington, Texas 76010

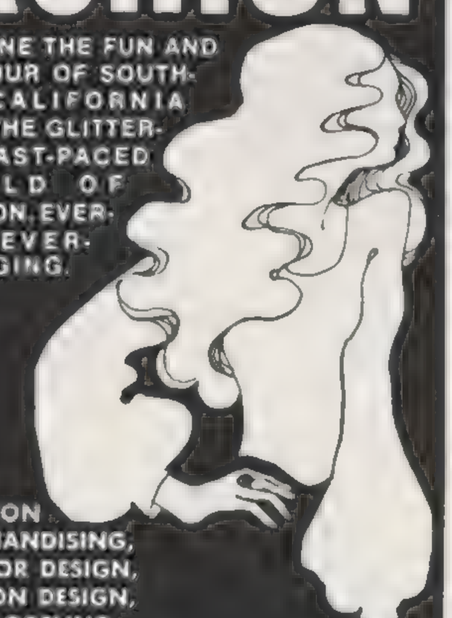
Now you can get a DEGREE in FASHION

Get an Associate Degree in Fashion, specializing in Fashion Coordination, Retail Advertising, Merchandising or Fashion Photography. Coed classes. Special work/study programs. Placement assistance. September and January admission. Accredited by NATTS. For free color catalog, send this ad with your name and address to . . .

LIM LABORATORY INSTITUTE OF MERCHANDISING
12 E. 53 St., N.Y.C. 10028 · (212) 752-1530 V08

FASHION

COMBINE THE FUN AND GLAMOUR OF SOUTHERN CALIFORNIA WITH THE GLITTERING FAST-PACED WORLD OF FASHION, EVER-NEW, EVER-CHANGING.



FASHION MERCHANDISING, INTERIOR DESIGN, FASHION DESIGN, OR MODELING

BROOKS COLLEGE OFFERS ONE AND TWO YEAR COURSES. THE ONE YEAR PROGRAM LEADS TO A DIPLOMA. THE TWO YEAR PROGRAM LEADS TO AN A.A. DEGREE.

CALL TODAY TOLL FREE
800-421-3775
CALIFORNIA CALL COLLECT
(213) 597-6611
PHONE TODAY OR FILL OUT AND MAIL THE COUPON BELOW

Brooks College for Women
4825 E. Pacific Coast Highway
Long Beach, California 90804

Name _____
Street _____
City _____ State _____
Zip _____ Age _____
Phone _____ A.C. _____
Year of Graduation _____ V-831

Retailing

Tobé Coburn

SCHOOL FOR FASHION CAREERS:
IN RETAILING AND PROMOTION
Associate O.S. Degree • Co-Ed
1 or 2 year courses. 2 annual pd. work periods. Accredited Member NATTS. Sept. & Jan. Entrance. Catalog. A
851 Mad. Ave., N.Y. 10021 (212) 879-4644

BAUDER
of MIAMI

SCHOOL OF INTERIOR DESIGN AND RETAILING
in sun and fun capital, leading fashion center! 1-year Diploma, 2-year Associate of Arts Degree. Classes start January and September. Accredited member NATTS and approved for foreign students.

•••••• Please send more information to: ••••••

Name _____
Street _____
City _____ State _____ Zip _____
Age _____ Phone _____ A.C. _____
Year Graduated or Will graduate _____

BAUDER fashion college
Dept V-876, 300 Biscayne Blvd. Way. Miami, Fla. 33131

Learn Fashion ...Love Life in Switzerland!



Earn your AA degree in 2 years. BA in 3 years.* Study in Lucerne, Switzerland for your career in America. Intensive 4-day week of formal study allows time for lab work or long weekend trips to the great cities of Europe or to the ski slopes. A co-ed institution offering courses in fashion, merchandising, design and related fields.

Terms begin September, January, March plus Summer sessions.

Three quarters to an academic year. Tuition per quarter. . . $1180, miscellaneous fees. . . $195 (includes one round trip air fare, study trip to Rome or Paris, all books, labs). Send your address, area code and phone number, age and parent's name to: U.S. Admissions, American Fashion College of Switzerland, Suite 814, 6065 Roswell Road, Atlanta, Ga. 30328. Phone (404) 256-1984.
*or sooner by attending Summer quarters

AMERICAN FASHION COLLEGE OF SWITZERLAND
A Division of the AMERICAN COLLEGE IN LUCERNE
The College has an affiliation with the University of Wisconsin - Stout

---

Retailing

AICS Accredited 2 yr Associate degree
The Fashion Institute of Design & Merchandising
Centered in a progressive fashion market
Professional instruction • Free placement
write: 323 W. 8th • Los Angeles, Ca. 90014
(213) 680-1444

BASSIST INSTITUTE

Apparel design, interior design, display, buying & merchandising, fashion coordination. Paid training with leading retailers. Seminar in Paris. Coed, Veterans, Foreign Students, Degree.

923 SW Taylor, Portland, Oregon 97205
Toll Free Phone: 800-547-0937.
Home of Pendleton, White Stag, Jantzen.

For further help, based on our many years of experience and visits to schools and colleges, call us for an appointment, or write to us.

WANTED

Bauder College of Sacramento wants to prepare you for an exciting, challenging career in the fashion industry...
FASHION BUYER • FASHION COORDINATOR
INTERIOR DESIGNER • FASHION DESIGNER
PROFESSIONAL MODEL
Associate degree in just 2 years
Financial aid available

V Please send me your free catalog
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
TEL NO ( ) _____ YR OF H S GRAD _____

Bauder COLLEGE OF SACRAMENTO
641 Howe Avenue, Sacramento, Ca 95825
In California Call Collect (916) 927-2936

---

atlanta school of fashion and design

ENJOY YOUR CAREER IN FASHION

Begin your fashion career at the Atlanta School of Fashion and Design in exciting Atlanta—the fashion center of the South. Prepare for your fashion career in
FASHION MERCHANDISING
FASHION DESIGNING PHOTOGRAPHY

- Coeducational • Special summer class
- Complete one and two-year courses
- Luxury Dormitory-Apts. with Swimming Pools
- Classes begin Sept., Jan., March and June
- Free placement assistance for graduates
- Transfer credits accepted

REWARDING CAREER IN INTERIOR DECORATION

begins at the Atlanta School of Interior Design. Exciting classes in all areas of residential and commercial interiors where you learn by doing actual design problems. Prepare for your career in
INTERIOR DECORATION or INTERIOR DESIGN

atlanta school of interior design

Write for Catalog V, including name, age, address, phone, parents' names, high school graduation date to: 1627 Peachtree Street, N.E., Atlanta, Ga. 30309; or call 404 / 874-5201

Retailing

Chamberlain

A PROFESSIONAL SCHOOL OF RETAILING
Thorough 2-year course for High School Grads
MERCHANDISING • PERSONNEL • DISPLAY
FASHION • ADVERTISING • INTERIOR DESIGN
On the job Training with pay in Boston stores
Social program. Dormitories available. Placement. Lic. by Commonwealth of Mass., Dep't. of Ed.
Hilda V. Noones, 90 Marlborough St., Boston, Mass. 02116

BAUDER
of ATLANTA

SCHOOL OF INTERIOR DESIGN AND RETAILING
in dynamic center of the South, fast-growing fashion market! One and two-year college training. Classes start January and September. Mail coupon for Catalog today

Please send more information to:

Name _____
Street _____
City _____ State _____ Zip _____
Age _____ Phone _____ A.C. _____
Year Graduated or Will Graduate _____

BAUDER fashion college
Dept V-876, 3355 Lenox Road N.E., Atlanta, Ga 30326

It's here . . . VOGUE's School Directory section for you, The Woman Who Wants to Know. These schools invite your particular attention and consideration . . . for exploring or honing your own talents . . . for finding an outlet for your intensely personal creativity . . . for adding a new dimension to your life.

---

a career in fashion

Barbizon Schools in most leading cities will train you to be: **INTERIOR DECORATOR, DEPT. STORE EXEC., DISPLAY DIRECTOR, FASHION COORDINATOR, BOUTIQUE MANAGER, BRIDAL CONSULTANT** and more!

Our new 32 page illustrated book is without obligation. Use coupon or **PHONE (212) 355-5700**

THE BARBIZON SCHOOL Dept. V8
689 Fifth Ave., NYC. 10022
PHONE: (212) 355-5700
name _____
address _____
city _____
state _____ zip _____
phone _____ age _____
High School Senior ☐ Grad ☐ Equiv. ☐

barbizon

Fine & Applied Arts

WEAVING IN FRANCE

Courses from 1 month to 3 months throughout year. In the south of France, 3 kms. from Mediterranean. Lodgings in a beautiful old house. Dir. is member of the Assn. of French Craftsmen. **Mme. M. T. Pasco. Mas Roumany, Cosprons par Port-Vendre, France.**

INCHBALD SCHOOL LONDON

Academic Year starts in late Sept. One year Diploma Courses in both Fine and Decorative Arts & Interior Design. Also Ten Week Courses in Design and Decoration, Garden Design, and Drawing every Fall, Spring and Summer Terms. Details from School Secretary. **7 Eaton Gate, London SWi, England. Tel. 01-730-5508**

Write
to the schools
listed here for further
information and catalogs

Fashion Design, Illustration, Dress-Creation, Pattern-Making, Draping, Grading, Tailoring, Sewing, Finishing for Beginners, Advanced, and Professionals. Student Loans. Financial Aid Programs. Foreign Students.



French Fashion Academy
600 Madison Ave., New York 10022
Tel: (212) 421-7770

International Institute of Interior Design

1-4 year courses in commercial, residential interior design. BID degree.

For information write: Box V. 2225 R Street N. W. Washington, D.C. 20008

fashion careers
Fashion Merchandising • Interior Design • Dress Design • Fashion Illustration • Photography
Professional 1 & 2 yr. courses
Accredited member NATTS
Ray-Vogue Schools
750 N. Michigan Ave., Chicago, IL 60611
Phone (312) 787-5117
(No connection with Vogue Magazine)

Summer or

Winter Schools,

Colleges . . .

If you need assistance we will be glad to try to help—without charge.

Vogue's
School Bureau
350 Madison Ave.
New York 10017
(212) 692-5262

Fine & Applied Arts

Fashion Academy of Pittsburgh
Coed. Day & Evening Courses:
12-month Clothing Construction,
18-month Fashion Design Diploma
NATTS Accredited. Dormitories.
Write for free brochure to:
9th St. & Ft. Duquesne Blvd., Pittsburgh, PA 15222
Tel: 412-261-3543

Design a professional career in fashion. All aspects of apparel design for men, women & children from sketchboard to muslin form to fashion show. Coed. Day, Eve. & Summer. Dorms. Request catalog V-8. **136 Newbury St., Boston, Massachusetts 02116 (617) 536-9343.**

the school of fashion design

MAYER SCHOOL of FASHION
"The Dynamic Approach to Designing" Fashion Workshop Method: Designing Course with graduation certificate in 9 months. Individual Guidance. Day-Eve. Co-ed. Placement service. Foreign Students. Est 1931 NATTS Accredited. Free Aptitude Analysis
• Designing • Dressmaking • Draping
• Sketching • Patternmaking • Grading



Request Catalog U.
64 W. 36th St., N. Y. 10018 • 563-3636

Any of the schools listed here will gladly give you further information. Letters mentioning VOGUE will receive special consideration.

Study at The Professional Art School

Academy of Art College
625 Sutter Street, San Francisco
Ca. 94102 / tel. (415) 673-4200
Free Catalog

Degree & Diploma Courses in
Advertising / Design / Fashion
Filmmaking / Illustration / Painting
Photography / Printmaking / Sculpture
Counseling / Veteran approved

Fine & Applied Arts

RUDOLPH SCHAEFFER
School of Design (Since 1926)
3 year diploma course. Summer Session 6 weeks.
Interior Design and Color.
Fall semester starts September 20, 1976
2253 Mariposa St., San Francisco, California 94110.



Louise Salinger
Academy of Fashion
Coed. Established 1939
Professional training in Fashion Design. Diploma, or BFA Degree thru Lone Mountain College. Accredited Member NATTS
Send for catalog V.
Louise Salinger Building
101 Jessie Street
San Francisco, California 94105
(415) 362-8059

Ask Vogue for school information.



TRAPHAGEN SCHOOL OF FASHION *FOR RESULTS*
Training Here Pays Lifetime Dividends
Trade Methods in Minimum Time—Coed
ART DESIGN CLOTHING CONSTRUCTION INT. DESIGN
Intensive Fall & Winter Courses
Beginners & Advanced. Day, Eve., Sat. *Register Now!*
Illustration. Layout; Life, Sketch, Paste-up. Design. Draping. Pattern. Dressmaking. Certificate Courses. Placement Bureau. Send for Cir. I. Phone 673-0300
Accredited Member NATTS
257 Park Ave. South (21st St.) N.Y. 10010

ART STUDENTS LEAGUE OF N.Y.

102nd Regular session begins Sept. 15. All instructors are well-known artists. Painting. Drawing. Sculpture. Mural Paint'g. Graphics. Fine Arts Illust., Design. Calligraphy. Portraiture, etc. Register any time. League is licensed by N.Y. State Educ. Dept. and also approved by N.Y. State Educ. Dept. for training Veterans for 4 prescribed courses. Students of all races, religions, ethnic & social backgrounds admitted. Write for catalogue to:
Stewart Klonis, Director, Art Students League
215 West 57th Street, New York, N. Y. 10019

NEW YORK SCHOOL OF
INTERIOR DESIGN
• B.F.A. Degree Program
• 3 Yr. Diploma Course
• 4 Mo. Certificate Course
• 6 Wk. Summer Session
Classes start Sept., Feb., July. Catalog R7
HOME STUDY COURSE starts now. Catalog C7
155 East 56th St., New York 10022

Two years to earn your AA degree. Your BA in three years.*
Study residential and commercial design in Lucerne, Switzerland for your profession in America.
Intensive 4-day week of formal study allows time for lab work or long weekends to explore centuries of our decorative heritage.
Terms begin September, January, March plus Summer sessions.
Three quarters to an academic year.
Tuition per quarter. . .$1180,
miscellaneous fees. . .$195
(includes one round trip air fare, study trip to Rome or Paris, all books, labs). A co-ed college. Send your address, area code and phone number, age and parent's name to U.S. Admissions, American Institute of Interior Design in Switzerland. Suite 814, 6065 Roswell Road, Atlanta, Georgia 30328. Phone (404) 256-1986.
*By attending summer quarters.

Study Interior Design in Europe

AMERICAN INSTITUTE OF INTERIOR DESIGN IN SWITZERLAND

A Division of the AMERICAN COLLEGE IN LUCERNE
The College has an affiliation with the University of Wisconsin - Stout

FEAR OF SWEATING

(Continued from page 184)

er attendant she never went back.

It seems to me unfortunate that women feel that way. Sure, there is a lot of female-form comparison going on when everyone is in the flesh. That can't be helped; and, actually, that should also be included as part of a woman's experience of her own body. After a while, most women learn to tune out the labors of the locker room altogether. That usually happens when you become at peace with your softening cellulite, your firmer back-hip drip, your flush-faced sweaty high after a class of aerobics or a game of tennis.

As for the sexual attraction of sweating women, I think things are getting better. At least half a dozen men have told me this year that they think Billie Jean King is sexier than Raquel Welch. Of course, all of these men are tennis fanatics, but their opinions still should be considered a giant step forward for *man*kind. And I do see more men accepting the rounder, more muscular women—a switch from the skeletal '60's days of Twiggy to the sensuous '70's and Margaux Hemingway. People, and not just men, are beginning to see that the full-bodied look exudes more energy, courage, endurance, generosity, and the cleanliness of unashamed power.

I can only say that my mother and I have just started to work out regularly together. With weights no less. Up until we started, we really didn't talk that much to one another. I mean we spoke, but we never shared our inner anxieties.

Since we have started our drop-dead exercise regime, we have felt closer, healthier, stronger, more self-assured, more centered toward one another and ourselves. My fifty-six-year-old mother (who never moved her body aside from bending over once a week to weed the garden or falling off curbsides biannually) has actually taken to wearing track shorts and a T-shirt (which reads "Bionic Mother") to the workouts and can talk jock/gym language with the likes of my brother who was Mr. Philadelphia 1965. And she has learned to do all of this without the least bit of unease or, should I say, the least visible glistening bead of anxiety sweat on her brow.

And last . . . but certainly not least . . . is this enlightening, crowning note of urgent importance on this whole "fear of sweating" issue: *CHER ONLY SWEATS UNDER HER LEFT ARMPIT!!* ▽

READY
TO BUILD?
YOU NEED THE
HOUSE & GARDEN
BUILDING
GUIDE



It's the House & Garden Guide with all the building scoops — on materials, equipment, installations, design. Crammed with features and photographs of all kinds of houses, it covers everything you'll want to know before making your new-home decisions ... even offers ready-to-order plans for twenty different house styles. Reading the Building Guide is almost as fundamental as laying your foundation. Get it now at your favorite newsstand; if your dealer's sold out, just write for it at the address below. But get it!

FALL-WINTER 1976
HOUSE & GARDEN
BUILDING
GUIDE

$1.75
At newsstands
everywhere

If your dealer's already sold out, send a check or money order for $2.50 (includes postage and handling) payable to the HOUSE & GARDEN BUILDING GUIDE, to the following address:

HOUSE & GARDEN, Dept. BG, '76
P.O. Box 1910 Grand Central Station
New York, N.Y. 10017

"Nests of villages with houses like eggs tumbling down a rugged coast as if they would splash at any given moment into the sea"

ON SPAIN AND IN IT

(Continued from page 152)

The best is still Quixote's *olla podrida,* literally "rotten pot," which doesn't smell. It fumes. It's a mixture of boiled meats and vegetables; and the steam from it, on an echoing cobblestone midnight in the iron dark of Castilian winter, makes you want to cry. Sometimes, it makes you cry whether you want to or not.

I love the deep stinging gold of sunset on Segovian stone in Segovian walls and the big wall in Ávila, the one that had to be covered in papier-mâché one time, because it looked too old for some American costume movie (I think it was *The Pride and The Passion)* and then unpeeled, bit by bit (by the Spanish Ministry), because it looked too new for the tourists.

I love Seville. I don't know why. And Jerez, but I know about that one, it's the smell of wine and olive oil. And black tobacco and donkey dung and carnations.

I love that fantastic Moor's thing in Córdoba called the *Mezquita,* the mosque full of long delicate pencil tendrils of black-and-white painted wood set in a strength of stone, cool, airy, high, higher than anything with a roof when you stand inside it and look up, because it isn't supposed to, doesn't seem to, end; cooler looking than water in the sound of water in the stifling frying deadly heat and dust of Andalusian summer when you can't breathe outside and you go in and you can hear your heart.

And south from there. A little town called Sanlúcar de Barrameda. It's in the province of Cádiz at the mouth of the Guadalquivir River. The Medina-Sidonia palace tops it, a white crumbling plaster building that overlooks the spot where the thick delta alluvial water gurgles in green with the sea. It had a tree in the courtyard. The tree was quite a growth, a great blowsy shame of a tree. I used to think it was the biggest, most goddamn arrogant tree I ever saw.

I lived there once and I used it, the tree, and the palace too, in a novel, and I named the novel after the tree. I did that because nobody knew, or ever found out, who came in the night in the rain with saws and hatchets and ropes and tore the tree down.

I love *flamenco.* Forget it, please. I love it about the most of anything, and I can't stand bullfighting, and forget that too.

Spanish seafood I love. (Or like, rather—maybe *that* one's a *like*—but if it is, it's just me. I have this thing about not loving food.) Once when I was broke, I wrote the text for a Spanish cookbook. I got $15,000 for it, quite a lot of money in those days—to me, it was, anyway—plus an expense account that allowed me to travel all over Spain and eat in any restaurant I wanted to. I left America on a Wednesday and wound up three days later flat on my back with hepatitis. In a nice little seacoast hotel in the South. It was in a village called Puerto de Santa María not far from the city of Cádiz, and I had caught the hepatitis in New York. (Clams.)

I spent four whole months in bed in that hotel never leaving my room and living on room service and infecting the other guests. I warned the Andalusian woman who owned the place about what I had. She said, *"Qué más dá?"*. What's the difference? She meant the cook had it anyway.

The cook was very nice. He would send me up delectable tidbits and odd little things that didn't nauseate him on the theory that they wouldn't nauseate me. Most of the time he was right. When we both got to feeling better he imported things from the North, shellfish especially, on ice.

I wrote part of a book there, too, and I liked that hotel after I could swallow. Certain kinds of Spanish food, don't laugh, are good for hepatitis. It isn't all oily: some of it has no oil at all. *Percebes* are translated as goose-barnacles in English, I can't think why, maybe because they don't exist anywhere except in Spain; but, if you boil them in plain salt water, seawater preferably, they taste like what doesn't die in the ocean. They look like little pink fingers when you peel them and they're worth going to Spain for all by themselves.

Then there's that great Moorish landmass of a building in Granada, the Alhambra. Water-culture stuff, fountains, all sizes, the sound of water all through it and women washing below it and above it in the cliffs.

Gitanas, gypsies who take their makeup off after the tourists leave and look and sound as weary as the three washerwomen Joyce wrote in *Finnegans Wake:* "My foos won't moos," not in English, not even in Spanish, but in *Caló,* the gypsy language that Lorca liked and used so much.

Lorca. Yes indeed. Lorca. He doesn't translate. *("Verde, que te quiero, verde"* is not "Green, how I love you, green.") You have to learn Spanish for him, and you shouldn't say you're learning Spanish if you're outside of the two central provinces, because what you're learning is Castilian.

The smell of the sea through orange blossoms when the orchards bloom surf-white on the Valencian coast.

Sangría. Not sweet.

The bridge in a town called Ronda. I'm jumping back and forth a bit; but memory does, and so do you in Spain. Madrid is the center and all roads lead from it like spokes on a wheel. You go out and come in and go out again.

White dust.

White villages. I don't happen to love the Costa Brava. I don't understand Catalonians, but you can't help admiring the look of the place. Nests of villages with houses like eggs tumbling, rolling down a rugged coast as if they would splash at any given moment into the sea. Trembling in the sun.

Something about the northern provinces. Rain in green, I think. The smell of that. I like a sausage-bean stew called *fabada asturiana.* The trees there I love.

A prehistoric cave called Altamira near Santander with paintings of animals in motion like the first dreams that made apes into men. I went there with my mother once. She cried at the paintings and I was very grateful.

Little round tubby rock-solid, rock-splitting Basques who would kill me for describing them that way. No they wouldn't, but they wouldn't feed me. You don't have to love food to love it when Basques feed you. Basque gastronomical societies are wholly male, women are only allowed in twice a year; Women's Lib wouldn't like it. (You should ask a Basque sometime what he thinks about Women's Lib not liking it.) Basques are among the best cooks in the world, and they can eat more than anybody I ever saw in my life, whatever that means.

Galicia. The province that hangs over Portugal. High rolling hills, talk about green, and fjords. That's right, fjords. They cut in deep from the sea and some of them empty once a day and you can walk down and pick up lobsters and other shellfish with your hands.

Fishing boats outside a prismatic little port called La Coruña. From there you can see the sun splinter on thousands of windowpanes, high yellow at dawn, the light frail and savage in the town. Wild asparagus near there. They used to sell it by the side of the road. If you happen to be the

sort of person who travels with butter, stop. I love the stopping.

And all the rest of it, I guess. No, not all. But a lot of it.

I keep going back to Madrid. You have to, anyway, so it's lucky I love it. A good place for a rest. I go again and again, and I admire the cockiness of the Castilian that passes for dignity and sometimes the true dignity that masquerades as cockiness. Grown-up Castilians can be like children, self-conscious and not at all self-aware.

A lot of Madrid is ugly. It doesn't matter. Just outside of town the afternoons are soft grey with blue in them, like pigeons, and the twilight is purple and dank and I love that too. ▽

EDITOR'S NOTE: *Novelist Peter S. Feibleman wrote about his loved Spain in his 1973 "The Columbus Tree" (Atheneum); his newest will be "The Killer" (Little, Brown) in spring, 1977.*

FASHION AND ACCESSORY DETAILS

Page 110: Lotti belt. La Bagagerie bag. Boots from Ralph Lauren.
Page 111: Glasses, Sil-Ray Joy Optical. Cisco muffler. Belt, Coach Leatherware at San Francisco, N.Y.
Page 112-113: *Top:* Campione boots at Lord & Taylor; I. Magnin. . . . *Bottom:* Leg warmers, Burlington Socks/Adler. Clogs, Golo at Bloomingdale's; Woodward & Lothrop.
Page 114: A&M Breslow earrings. Belt: Coach Leatherware, San Francisco, N.Y.
Page 115: Leather lariat: AIX at Ann Taylor, N.Y.; Nordstrom. Corum watch. Gold and suède woven bracelet: Carolee Designs at Lord & Taylor. Gold seven-strand bracelets: Uno-A-Erre at Bloomingdale's; Robinson's, Beverly Hills.
Page 118: M&J Savitt tiger's-eye earrings. Carolee Designs bangles. Gold cuff, Minas. Concord watch, Van Cleef & Arpels.
Page 119: Leaf pin, Joanne Cooper at Kruger Van Eerde. Bracelets: Cynthia Savage for Cynthia Designs. Shoes: late August, Shoe Biz at Henri Bendel.
Page 120: Campione boots.
Page 121: Hoop earrings, Les Bernard.
Page 122: Shoes by Raphael, Shoe Biz at Henri Bendel.
Page 123: Gloves by Grandoe. Boots, Céline.
Page 124: *Left:* Trifari earrings. A&M Breslow bar pin.
Page 125: Bangles by Carolee Designs. Cashmere sweater from Bonnie Cashin's Knittery.
Page 129: Bagatelle muffler.
Page 130: *Left:* Cisco cashmere muffler. . . . *Right:* F.W. Woolworth earrings.
Page 131: *Left:* Cisco cashmere muffler. Bar pin, A&M Breslow. . . . *Right:* Earrings, A&M Breslow. Velours neck cord with agate: AIX.
Page 132: Cashmere muffler, by Cisco. Leg warmers by Bonnie August of Danskin.
Page 133: *Center right:* Bagatelle muffler. Grandoe gloves.
Page 134: Trifari hoop earrings. Leather neck cord, AIX.
Page 156: *Top:* Hat, Don Kline. . . . *Bottom:* Muffler, Handcraft Inc. Bag: Barbara Bolan at Bergdorf Goodman.
Page 157: Muffler, Handcraft Inc. Bag, Bob Lee for Hunting World.
Page 159: Bausch & Lomb sunglasses. Cisco muffler.
Page 168: Hair cording by AIX. Gold earrings, Fabrikant. Louis Tamis bar pin at Cartier. . . . *Bottom left:* M&J Savitt gold hoop earrings. . . . *Bottom right:* Trifari hoop earrings.
Page 169: Rolex watch at Bucherer. Uno-A-Erre gold bracelet.
Page 172: Neck cord from AIX. Coach Leatherware belt. Bag, Redwall for George Graham.
Page 173: *Left:* Morris Moskowitz belt. . . . *Right:* Julianelli shoes.
Pages 174-175: 1. Yves Saint Laurent. About $13. Saint Laurent Rive Gauche, N.Y.; Garfinckel's. . . . **2.** Giovanelli. About $25. Paris Poulbot, N.Y.; Nan Duskin. . . . **3.** Coach Leatherware. About $9. Bloomingdale's; Hudson's. . . . **4.** George Graham. About $11. Bloomingdale's; Bullock's. . . . **5.** George Graham. About $15. Paul Stuart; Bullock's. . . . **6.** Cisco. About $20. Altman's; Bullock's. . . . **7.-10.** A&M Breslow bar pins. Jade and lapis; jade and onyx; onyx and carnelian, about $130 each. Gold and jade, about $160. All at Bergdorf Goodman; C.D. Peacock, Chicago. . . . **11.-12.** M&J Savitt bar pins. Tiger's-eye and jasper; all jasper, about $180 each. Both at Bloomingdale's; Eleanor Keeshan, Los Angeles. . . . **13.** Cartier watch straps. Lizard, $18. Pigskin, $12. Suède, $12. Cartier, N.Y. and Palm Beach. . . . **14.** The Corto Watch. $1900. . . . **15.** Universal Geneve. $395. Tiffany. . . . **16.** Vera. About $5.50. Altman's; Wanamaker's; Bullock's. . . . **17.-18.** Handcraft Inc. About $15 and $25. Both at Bloomingdale's (late Aug.); Hovland-Swanson. . . . **19.-20.** Cisco. $22.50 each. Both at Altman's. . . . **21.** Salque. $12. October, Saks Fifth Avenue. **22.** Silcemon Fashions. $45. At Swee Lo. **23.-24.** At Eve Jewellry. Lapis and diamond, $195. Onyx and gold, $125. **Left:** Calvin Klein jeans, about $64. Bergdorf Goodman; Garfinckel's; Higbee's; Hudson's; Liberty House, Hawaii. Julianelli shoes at Lord & Taylor; Neiman-Marcus; I. Magnin. Trimfit knee socks at Gimbels, N.Y. **Right:** Ralph Lauren yellow sweater. About $66. Henri Bendel; Dayton's; Neiman-Marcus; Frederick & Nelson. Omega watch at Gubelin.
Page 176: *Left:* Van Cleef & Arpels gold bracelet. Elegant belt. . . . *Right:* Cisco scarf. Rolex watch. George Graham belt.
Page 177: *Left:* Yves Saint Laurent scarf. String bag from Roots Natural Footwear. . . . *Right:* Uno-A-Erre gold bracelet. Cuff, Lasher-Wertlieb for Sculpture To Wear.

VOGUE PATTERNS

(Continued from pages 134-135; other views, yardages, details)

9560



The separate sports jacket. Vogue Pattern 9560. Sizes 6 to 18. For size 10 jacket: 1¾ yards of 58-60" fabric. $3; in Canada, $3.30. . . . **The vest.** Vogue Pattern 9584. Sizes 8 to 16. For size 10: 1 yard of 44-45" fabric. $3; in Canada, $3.30.



9584

9586



The windbreaker-jacket. Vogue Pattern 9586. Sizes 8 to 16. For size 10: 2⅝ yards of 45" fabric. $3; in Canada, $3.30.



REMOVE HAIR FOREVER

Perma Tweez is a simple electrolysis instrument that PERMANENTLY removes ugly hair from all areas of the face—such as the chin, upper lip, eyebrows. Embarrassing body hair can now be removed forever in the privacy of your boudoir. Arms and legs can be forever free of the inconvenience of constant hair removal. **An exclusive U.S. patented safety feature allows you to do this without puncturing the skin!**

AN EXPERT'S APPROVAL

Perma Tweez has been clinically tested by a university professor of dermatology and proven to be safe and effective. One of his patients had previously been tweezing hairs from her chin every day for 15 years. After treating herself with Perma Tweez, she has eliminated this time consuming chore for the rest of her life! Over 15 thousand instruments in use by doctors—over 500,000 in use by people like yourself.

Easy instructions make you expert in a few minutes. Save hundreds of dollars on salon electrolysis by doing it yourself. Send check/M.O.

14 DAY MONEY BACK GUARANTEE

$16.95— Cal. res. add 6% sales tax

A LIMITED WARRANTY TO CONSUMERS • Good Housekeeping PROMISES • REPLACEMENT OR REFUND IF DEFECTIVE

GENERAL MEDICAL CO., Dept. V-107
1935 Armacost Ave.
Los Angeles, California 90025

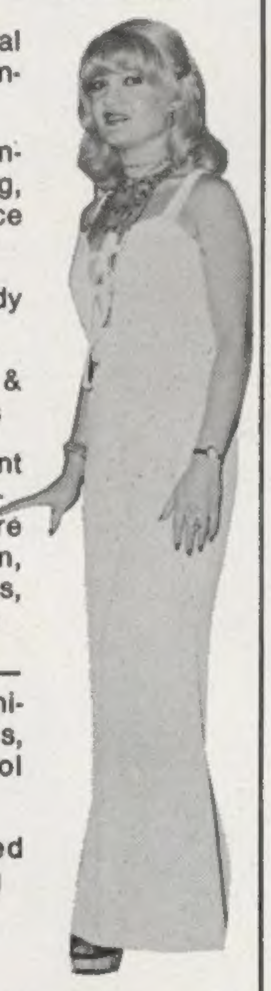
☐ I enclose $4.00 deposit and will pay balance COD plus extra COD postage.
☐ I enclose $16.95 in full payment.
☐ BankAmericard ☐ Master Charge

No. _____ Exp. date _____
Name _____
Address _____
City/State _____ Zip _____

Mfr. of Professional and Home Electrolysis Equipment

Now, enjoy the total care beauty treatments of professional models, socialites!

Suzanne De Paris
will help you create the illusion of perfection!



- effective hair removal on face or body eliminated by wax
- face treatment, contour muscle firming, wrinkle removing, face peeling
- relaxing, firming body massages
- individual make-up & skin analysis, lessons
- finest natural-ingredient French-formula products for deep pore cleansing, dry skin, acne, oily conditions, blackhead treatments
- complete nail-care—cream or paper manicures, sculptured nails, pedicures, whirlpool foot baths
- individually applied eye lashes and tinting

INSTITUT DE BEAUTÉ
Suzanne De Paris
COSMETOLOGIST & MAKE-UP ARTISTE
509 Madison Ave. at 53rd St., N Y 10022
Phone: 212-838-4024

ORIENTAL SILK Co.

Imports & Exports
"LARGEST SELECTION OF CHINESE SILKS"
Mail Order Specials

Chinese Raw Silk 28" w.	$3.50 yd.
Silk Pongee 34" w.	$4.80 yd.
Chinese Rayon Brocade 28" w.	$4.95 yd.
Silk Chiffon 45" w.	$4.95 yd.
China Silk 45" w.	$5.50 yd.
Silk Satin 45" w.	$6.95 yd.
Shantung Silk 40" w.	$6.95 yd.
Palace Silk 36" w.	$8.00 yd.
Silk Prints 44" w.	$8.95 yd.
Crêpe de Chine 36" w.	$9.95 yd.
Crêpe Satin 45" w.	$12.95 yd.

Prices Subject to Change
$1.00 Deposit for each Sample
Catalog available, $1.00

Silk Slips, Tablecloths, Men's Silk Shirts, Scarves, Mandarin Coats and Jackets, Dressing Gowns, Blouses, Silk Pictures, Beaded Sweaters, Antique Porcelains, Chinawares, Vases, Planters, Fancy Frogs, and Unusual Gifts from MAINLAND CHINA and the ORIENT.

Visit or write to:
Oriental Silk Co.
8365 Beverly Blvd.
Los Angeles, Ca. 90048
(213) 651-2323

Coming for September...

Vogue's most complete, all-out fall fashion report

EVERYTHING YOU NEED TO KNOW—

EVERYTHING YOU'LL WANT TO WEAR

The New York Collections

At your newsstand August 31

HELENE ROCHAS

(Continued from page 147)

Together they have created a world, a world that they wholeheartedly share with their friends, a group that seldom varies of people who, like them, have a sense of beauty, an extraordinary curiosity about life, a knowledge of comfort, and a taste for music that takes them from country to country. A taste for politics, gardening, houses, business. A world that creates, or learns, or gives but is never still.

Beautiful from the day she was born, Hélène enjoyed every homage paid to her. If she had lived in the nineteenth century, she would have been one of Lesley Blanch's "heroines." In her low and modulated voice she says that she has "an excessive nature" . . . and that too much discipline and ritual would keep her in a permanent bad temper. Fantasy is indispensable for her good humor. When you see Hélène today—serene, luxurious, with a child's laughter—you can hardly imagine her at the head of a big business, Parfums Rochas (created by her late husband); in her office every morning at 8:30, dealing with business problems and burdens . . . and doing that for years. She finally sold Parfums Rochas a few years ago and has used her energy and imagination to create her present world. . . . Her mind is never at rest and Kim's is always ebullient, so new projects (that often come about) are forever being discussed. Hélène's looks—honey-colored skin and hair, delicate feet and hands—call for more ritual than her life ever has: she takes care of herself. She has an inner sense for taking care as she has for life, and that inner sense and instinct have brought Hélène where she is today, happy in her world . . . a world beautiful and very full. ▽

DISEASE

(Continued from page 183)

tive surgery. Five Blue Cross/Blue Shield plans around the country recently started pilot programs that pay for a second opinion by a certified specialist when elective surgery is recommended. If the opinions differ, the plans will pay for a third opinion and will also pay for supportive X-rays or laboratory tests. Several other plans are considering this program.

For our own protection, we will have to become more aware that our bodies are complex instruments that should be allowed to function with as little interference as possible. If we look only to medication and physicians for the relief of all our aches, pains, distresses, and anxieties rather than relying as well on our own judgment and resources, we will become patients rather than people. Physicians respond with medical or surgical treatment to the person who automatically adopts the role of patient.

When we become more informed about our rights and obligations, the role of the physician will have to change from that of an authoritarian figure whose statements cannot be questioned to that of an adviser and counselor, a partner in the task of curing and healing. As society changes, the role of the physician will change also. "We may be the last whose attitudes change," said one, "but we'll come around." ▽

Yellow Fever.

(Smirnoff and lemonade)

Yellow Fever is Smirnoff, lemonade and lazy afternoons. It brings back those sweet, hot summer days when terraces were porches and air-conditioning was a pitcherful of lemonade.

When doing something was doing nothing.

Catch Yellow Fever and it all comes back. Go easy with it, though. Yellow Fever can be contagious.

To make a Yellow Fever, pour one and one-half oz. of Smirnoff into a tall glass with ice, fill with lemonade and stir.

Smirnoff
leaves you breathless®



SMIRNOFF® VODKA. 80 & 100 PROOF. DISTILLED FROM GRAIN. ST. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN, INC.) HARTFORD, CONNECTICUT



This is her time. Wrist sculpture, carved from a solid block of eighteen karat gold. Strapped with fine-grained pigskin, stitched by hand. And sealed inside, a heart of crystal quartz beats 786,432 times each second, computing the hour, minute, second, day and month with the touch of her fingertip. Precision and beauty: the Concord Fashion Digitals.

CONCORD

Fashion Digital shown, $990. Also available in stainless steel or eighteen karat gold electroplate, in three sizes, from $245. to $345. For brochure, write Concord: 1345 Avenue of the Americas, New York, N.Y. 10019; 9465 Wilshire Blvd., Beverly Hills, Calif. 90212; or Bienne, Switzerland.